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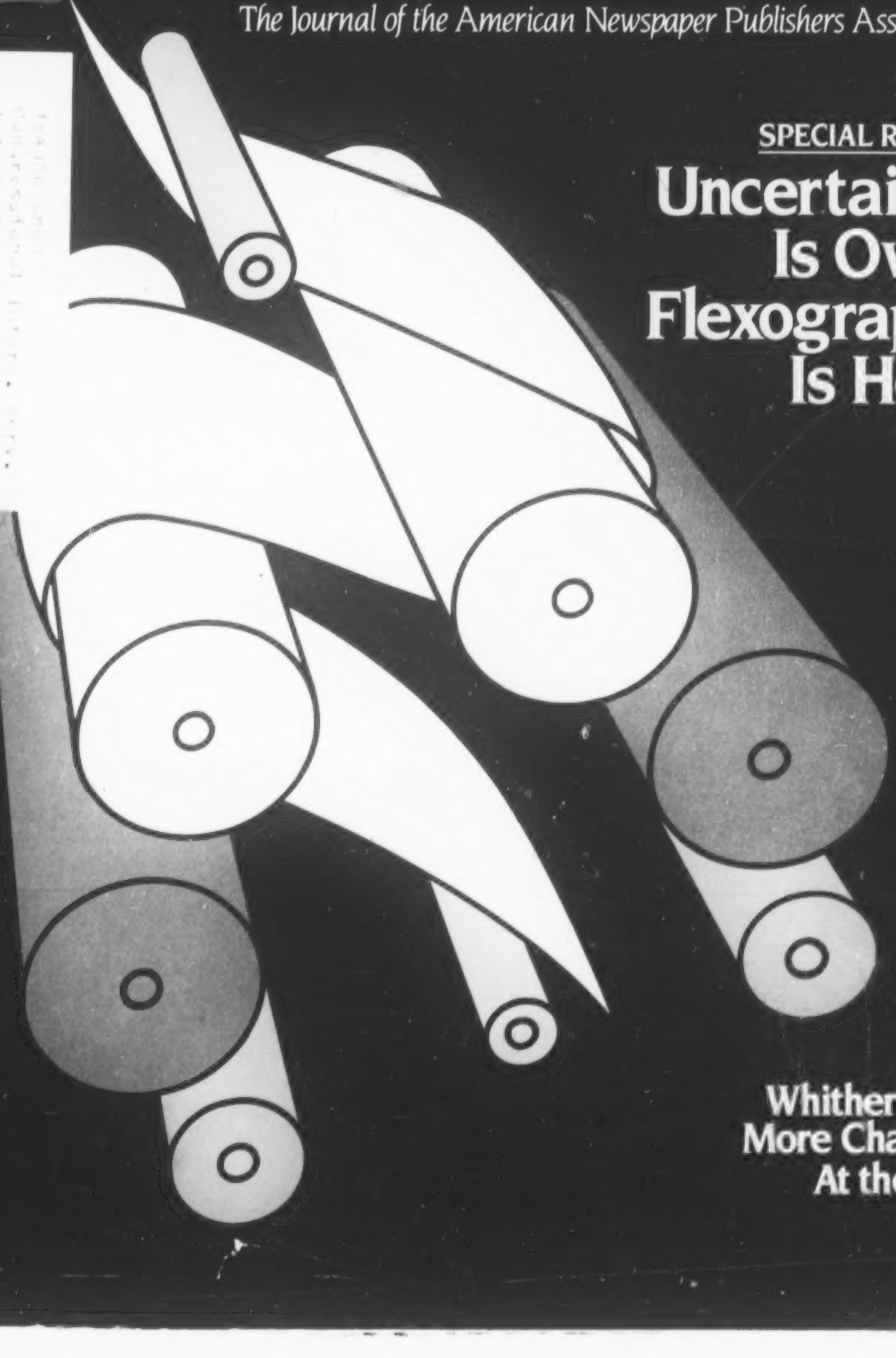

SPECIAL REPORT

Uncertainty Is Over; Flexography Is Here

Whither UPI? More Changes At the Top

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HOUSEHOLD INCOME $100,000+	1,226	1,095	1,009	867
TOP MANAGEMENT	974	993*	883	867
OWN SECURITIES WORTH $50,000+	1,659	1,629	1,362	1,164
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Source: MMR 1986 *Forbes may have more affluent top management readers, but we still beat them in money matters!

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Special Report *Now that flexography has proven itself to be a viable newspaper printing process, attention centers on how much of the market it can corner. Used heavily in the packaging industry, flexographic technology has been tested by U.S. daily newspapers in more than 15 locations thus far. Flexo fans point out that the presses reduce newsprint waste, use water-based inks that produce less rub-off and have numerous other advantages. Admittedly, there are still a few bugs to work out. But many observers believe there is an explosion of flexo coming.* 36

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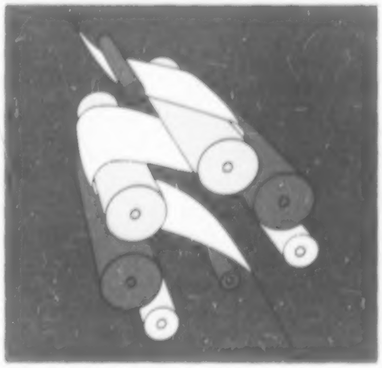

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CHAIRMAN'S CORNER

The newspaper reporter of today is indeed a professional

The U.S. Department of Labor is reviewing its 40-year-old interpretation that newspaper reporters are not "professionals" under the Fair Labor Standards Act. ("Professionals" are exempt from the act's overtime and record-keeping requirements, as are executive and administrative personnel.)

This out-of-date misinterpretation should be changed!

Newspaper reporters today clearly possess all the indicia of professionalism, and ANPA has filed comments with the Labor Department in support of this position. Newspaper reporters meet both the "learned" and "creative" criteria used by the department in measuring professional status.

To qualify as a "learned" professional, the department says, a person must have advanced knowledge in a field of learning "beyond high school." Statistics confirm that most newspaper reporters today have the requisite advanced study—usually degrees from excellent journalism schools. Back in 1940 there were 44 schools of journalism, today there are more than 300. Last year, 84.5 percent of first-time reporters hired by newspapers were journalism school graduates.

Those who did not attend journalism schools instead acquired a strong, liberal arts college background, which some editors prefer as a course of study for a prospective newspaper reporter.

The number of reporters hired today directly from high school is negligible—less than 1.7 percent.

Alvah H. Chapman Jr.

The work of our modern-day newspaper—observation, analysis, evaluation and writing—is inherently "creative" and thus meets the department's other test. Both in the gathering of the news and in the writing, the reporter's enterprise is a key ingredient.

The creativity inherent in a newspaper reporter's job is quite like that of the broadcasting announcer or writer, the cartoonist, the columnist, the musician, the composer, the conductor—all jobs deemed "professional" by the Department of Labor. Newspaper reporters clearly communicate in print form what radio and TV announcers convey in voice form. This double standard is silly, arbitrary and cries out for correction. They are all professionals.

There is a world of difference between the reporter of the 1940s and the reporter of today, and it is time for labor regulations to recognize that. The academic background and duties of a reporter today could not be farther from the description of a reporter as an uneducated, manual collector of facts—yet that's how the job is described in the Department of Labor's interpretations from four decades ago.

Today, more than 30 occupations are recognized as "professionals" by the Labor Department. It is hard to reconcile that a floral designer or a dental hygienist can be recognized as professional while such recognition is denied our newspaper reporters. The department's current review provides an excellent opportunity to bring these outdated interpretations into step with current reality.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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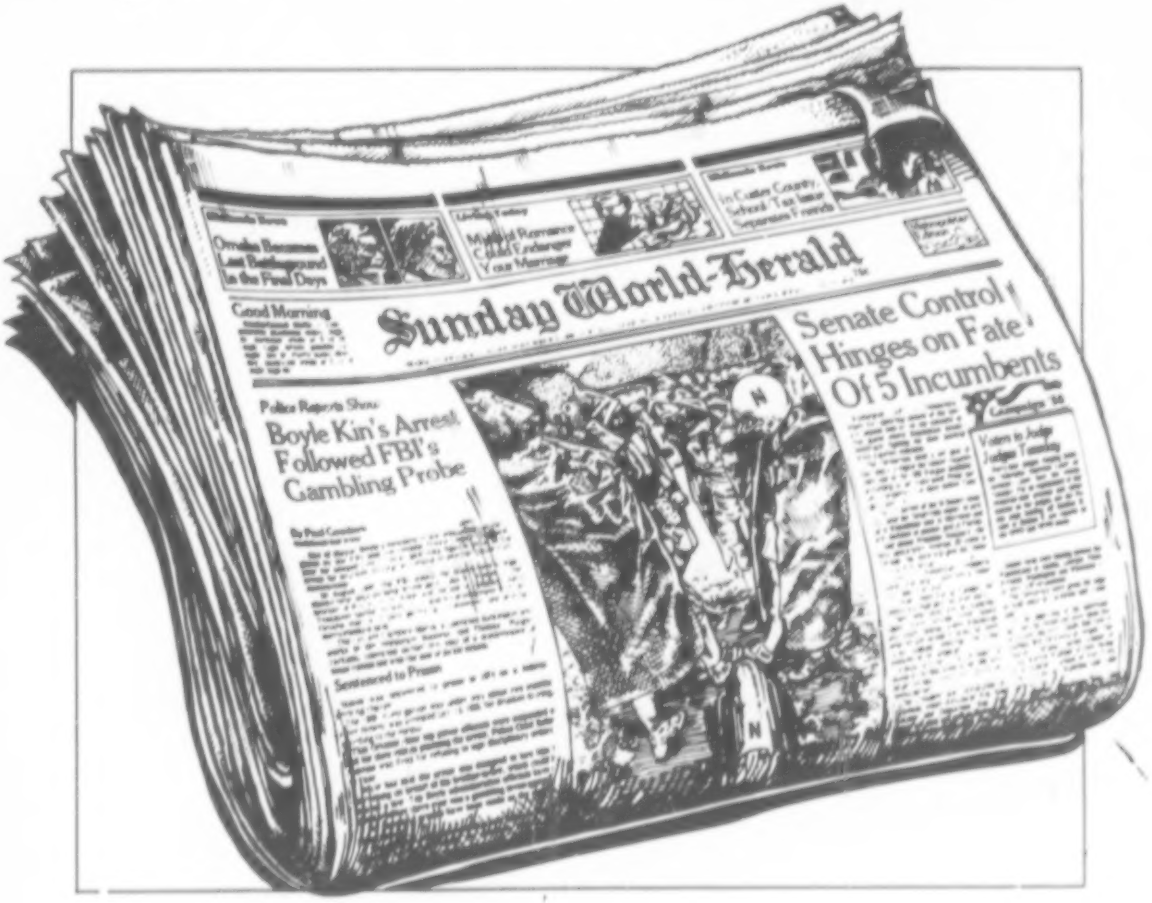
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ASKING FOR A YEAR

UPI

As more large newspapers drop the second-biggest wire service, new management fights a crucial battle to make it 'indispensable'

BY MARGARET GENOVESE
presstime staff writer

The new president and chief operating officer of United Press International wants one year to turn the nation's struggling, second-largest wire service into something newspapers "can't do without."

In an interview in his ninth-floor office at UPI headquarters in Washington, D.C., Milton R. Benjamin said he hopes next year to be able to go to editors and publishers at renewal time as "the indispensable United Press, and not the perennial United Fund."

That task grows more formidable almost daily.

Just before Benjamin became the surprise selection to head UPI Nov. 6, the service lost The New York Times as a client, a loss estimated by some to be in the $1 million-a-year neighborhood. About a week after his appointment, the New York Daily News said it, too, was dropping the service when its contract expires in June 1987. And The Wall Street Journal said it would discontinue taking all but the UPI statistical stock quotation service after the end of this year.

This means that the wire service has lost three of the five largest-circulation U.S. daily newspapers as subscribers. On top of that, labor unrest is at a boil among the UPI staffers. [See story, p. 8.] And, finally, Benjamin faces the "Milt who?" factor—he is largely unknown in the newspaper and broadcast industries upon which his service depends for its survival.

For Benjamin there is one top-of-the-list priority that must be accomplished to deal effectively with all the service's troubles—improve the UPI report.

To effect the change, he said, UPI plans to hire experienced personnel in key editorial positions, install a new "state-of-the-art" computer system and phase in "stunning" new computerized photographic equipment.

He said UPI's new principal owner, Mario Vázquez-Raña, has the "commitment and the resources" to make the necessary improvements in UPI operations.

New leader Benjamin sees turnaround ahead.

Benjamin also said he has "no reason to believe that there is any substance" to some allegations of impropriety surrounding the Mexican publisher [presstime, July 1986, p. 18]. A former journalist, Benjamin said he checked out the allegations before accepting the job.

Benjamin, 44, becomes the fifth person to be named UPI president since the E.W. Scripps Co. sold the money-losing wire service in June 1982 for $1 to a group made up of Nashville broadcasters Douglas F. Ruhe and William E. Geissler, Illinois newspaper publisher Len R. [Rob] Small and lawyer Cordell Overgaard.

Others who have occupied the presidency have been former broadcast network executive William J. Small, former media executive Luis G. Nogales, former UPI financial advisor Raymond H. Wechsler, and former Chicago Tribune Editor Maxwell McCrohon, who had served as UPI president since August and whose resignation was announced the same day Benjamin was named.

"I think that most people would look at the number of changes that have taken place on the business side at UPI and say this has not been a well-managed business," said Benjamin. "I wouldn't disagree with that."

However, he said he does not believe the management turmoil has damaged the wire's credibility. "I believe it has raised questions about whether UPI will be around for the long haul, and I hope that our performance ovdr the next six months will put those questions to rest."

Prior to becoming UPI president, Benjamin was president of the Washington, D.C., management consulting firm that last spring drafted a strategic plan for a UPI financial turnaround. Announcing Benjamin's appointment, Vázquez-Raña said, "I am convinced that the strategies he has developed will make UPI absolutely essential to our newspaper and broadcast clients, and will enable us to become a viable and profitable company."

The task will not be an easy one. Newspaper clients have continued to desert the service. According to the rival Associated Press, about 40 dailies have dropped UPI since Vázquez-Raña and a minority partner, Houston businessman Joe Russo, purchased the service last June for about $40 million and took it out of Chapter 11 bankruptcy proceedings.

Some departing papers cited a deterioration in the service's quality. David Hall, editor of The Denver Post, said he did not consider the UPI report "to be essential, nor did I consider it to be compelling.

"I'm not telling you that I think that it was horrid," he added. But given the fact that the newspaper receives the Associated Press "and a plethora of other wire services," Hall said he thought the money could be better spent in areas such as expanding the newspaper's own national news gathering effort.

Neither UPI nor its departing subscribers would disclose how much those newspapers had been paying for the UPI service.

Benjamin's first out-of-town trip as UPI president was Nov. 17 to The New York Times to ask executives to reconsider their recent decision to drop the service effective Dec. 31. The defection of the Times, which became public knowledge in late October before the latest management shift at UPI, is considered a serious blow, both financially and symbolically.

Like The Denver Post, the Times said it wanted to use the money to develop its own editorial team. Following the meeting with Times officials, Benjamin said he had nothing new to report "beyond that I'm hopeful."

"Of all the ills that could have befallen them at this juncture, this [loss of the Times] was one of the worst," said UPI Newspaper Advisory Board Chairman Eugene L. Roberts, executive editor of The Philadelphia Inquirer and president of Philadelphia Newspapers Inc.

Immediate past chairman of the Advisory Board is James F. Hoge, president and publisher of the New York Daily News. His office said he did not want to answer questions concerning his newspaper's decision to drop the wire.

Although the rash of defections obviously is of great concern to UPI, Benjamin stressed the need for the service to upgrade its performance. Over the last 10 years, he said, there has been "too large a number of promises of improvement and too little performance.

"I think the performance now has to come very quickly and in a way that is persuasive, because I think that it's very important that UPI be in a position, in a year from now, to go to its clients and say, 'We hope that you are going to renew for 1988 because we are so valuable to your news organization that you can't do without us and we are worth every penny that you're paying,' and not go to them and say, 'We hope you're going to renew because it's important that there be two wire services,' and, 'Gee, competition will keep AP honest.'"

Benjamin said his "most immediate and major goal is to infuse quality into this organization."

In the last 20 years, American journalism has "improved greatly," he said. Staff members of large U.S. newspapers are better educated and many have expertise in the areas they cover. "Largely as a factor of financial constraints, I think it is indisputable that UPI has improved less over that time than its clients," he said.

The UPI Parade of Presidents Since 1982

William J. Small

Luis G. Nogales

Raymond H. Wechsler

Maxwell McCrohon

Newspapers no longer face as much competition from other newspapers as they did 20 years ago, he observed. "I think there is a definite need to provide a news report to clients that is more in line with what they are looking for today than what UPI has been providing them in recent times," he said.

STAFFERS SOUGHT. Benjamin emphasized that the key to providing an improved report will be the UPI staff.

Since Vázquez-Raña assumed ownership of UPI less than six months ago, UPI's domestic editorial staff has grown from 807 to 834. (This compares with a low of 748 in the midst of bankruptcy proceedings in 1985 and 949 when the Ruhe and Geissler group purchased the wire service in 1982.)

Benjamin's "most immediate and major goal is to infuse quality into this organization."

However, an official of the Wire Service Guild, which represents most UPI employees, claimed the new hires generally have been "rookies—that is the bottom-scale people, as opposed to experienced people." Added Dan Carmichael, secretary-treasurer of the Guild local and a 16-year-veteran UPI reporter: "They have the right to do that. I question it as a business judgment."

Acknowledging that "certainly, a lot of the people that had been hired during the summer and fall were young people," Benjamin said he will be looking to add more experienced people.

Describing today's UPI staff, Benjamin said his "sense" is that it is made up largely of long-time employees "who are quite experienced and some of them absolutely first-rate and who have performed in the most dedicated way under what were obviously very tough conditions over the past several years. . . . But then you drop down to a great number of very young people who are not as experienced as I think you'd like them to be." There is a need, he said, to have "a stronger mid-level than exists," made up of people with "graduate degrees in areas of specialization who are experienced."

"I think UPI has not really been out there trying to compete for the best and the brightest" alongside other major news organizations, Benjamin commented. "I think it has to do that."

He said he will not be directly involved in hiring, except to try to bring in "some new people at the very high end of the editorial structure."

In early October, UPI announced a reorganization plan that divides the United States into 21 regions, with regional business managers and editors. Formerly, UPI had a five-division editorial structure and a centralized business administration.

Benjamin called the reorganization "a very smart move" from a business standpoint. But he said he had not had an opportunity to discuss its editorial implications with UPI's senior editorial personnel.

TECHNOLOGICAL ADVANCES. Benjamin also described plans to upgrade the technical side of UPI. Within the next year, he said, Vázquez-Raña will make an "enormous capital investment in technology," an investment he pegged at "way into seven figures."

UPI will be "totally recomputerizing" next year, he said. This month, it will announce a major computer contract, affecting both the central computer that receives copy from UPI bureaus around the world and distributes it to subscribers, and the computers used by its reporters and editors. He declined to name the vendor, except to say it is "one of the major computer companies."

Also this month, UPI will unveil new computer-assisted digital photographic equipment, which it will begin deploying at subscribing newspapers in 1987.

Calling the equipment "absolutely stunning," Benjamin said UPI invested heavily in the research-and-development of the technology, a product of a domestic company. According to Benjamin, this particular photographic technique is not currently used by newspapers but has been applied in the medical field. "It will blow your mind in terms of the type of color that it produces," he said.

He also said UPI will be working toward an "integrated data stream" to carry, in digital form, all of its news, photo and broadcast services. Currently, UPI uses several communications channels to transmit that information.

FINANCES, SUBSCRIBERS. Benjamin declined to provide information about UPI's anticipated revenues and losses for calendar year 1986, except to say "revenue will be less and losses will be greater" than anticipated in the disclosure statement filed with UPI creditors in conjunction with the bankrupcy proceedings. That statement projected calendar year revenues of $87.6 million and pre-tax losses of $5.3 million. Any decision on whether to make UPI's 1986 finances public will be made by Vázquez-Raña, he said.

At an Oct. 1 meeting of the UPI Newspaper Advisory Board and a newly formed Editorial Review Committee, Vázquez-Rana said that although 110 days had elapsed since his purchase of the wire service, "only now are we getting into the reality of the income base" of the company. It was "still impossible to calculate expenses," he reportedly told the group.

According to detailed notes taken at the meeting by board member Charles Glover, editor-in-chief of Cox Newspapers, Vázquez-Raña said he had brought in external auditors to examine the situation. Glover quoted the UPI owner as saying: "I'm not going to show you their report. If I show it to you, you would have to suffer with me."

Also according to Glover's account, Vázquez-Raña revealed that a detailed checking of billing lists had found that in some cases UPI was billing inactive contracts and canceled contracts. He blamed "bad internal information born out of a lack of internal organization." UPI also had been paying for telephone land lines not in use, he added. Those kind of "fatal mistakes" had been cleared up, he said.

Benjamin echoed Vázquez-Raña's complaints about internal financial information. "The system of financial information and controls that was in place here on the day that Mario Vázquez-Raña took ownership was unlike anything that I have ever seen in a business of this size," he said. "It has been very difficult to obtain the information that you need to financially manage a company of this size in real time."

Although Benjamin declined to discuss subscriber levels, another UPI official esti-

Editor reshuffling fuels employee disgruntlement

The upheaval at UPI in November was not limited to the president's office.

At the same time the wire service got a new president, it became known that Managing Editor Ronald E. Cohen had been dismissed, triggering a four-day byline boycott by some protesting UPI staffers.

Less than three weeks later, however, Cohen was asked to return to his old job by UPI's new president, Milton R. Benjamin. That happened the same day Benjamin accepted the resignation of UPI Editor-in-Chief Malcolm K. Hughes.

Ronald E. Cohen

Hughes resigned Nov. 24 after what he described as a "disagreement" with Benjamin over "control of the newsroom and the appointments I could make." Hughes, who recently celebrated his 30th anniversary with the wire service, also said Benjamin had been "talking about bringing (in) someone with a name" as UPI's top editor. "It seems I don't have a name," he said.

Shortly after Hughes' resignation, Benjamin said he intended to "find the most talented and experienced person in the industry to become editor of UPI."

At press time, Cohen had not decided whether to accept the UPI's offer that he return.

Cohen, who left Nov. 6, said he had been told that he was "too tied to an old UPI image of being more interested in the breaking, bulletin, urgent-type news, rather than in-depth, more analytical pieces," a characterization he called "patently false."

He also said he had no clue prior to late September that there was any dissatisfaction with his work. In fact, he said, in the middle of that month, Hughes wrote a letter congratulating him on his 25 years with the wire service and saying he looked forward to "marching side-by-side with me to a new era of glory" for the wire service.

While still on the UPI payroll, Cohen wrote UPI Chairman Mario Vázquez-Raña to inquire about his dismissal. Denying involvement in the matter, Vázquez-Raña replied that the decision was made by the "highest level of editorial management" and that his "way of doing business was to let his managers manage," Cohen said.

"The whole thing is fuzzy enough," he added, "that I'm just not convinced who was behind this and why it happened."

On the other hand, former UPI Foreign Editor Sylvana Foa flatly said she was fired in September because she "crossed horns" with Vázquez-Raña, who is Mexican, over staffing of UPI's Mexico City bureau. Prior to leaving UPI, Hughes denied that charge.

In the wake of Cohen's firing, Dan Carmichael, secretary-treasurer of the Wire Service Guild, characterized staff morale as "horrendous." After the Hughes resignation, he said the description "remains operative." He called Hughes' resignation "another blow to the workforce . . . a workforce that has suffered one blow after another for the past three years."

Meanwhile, the union has threatened to bring UPI's owners to court on contempt charges over money it says is still owed some employees under the agreement under which UPI emerged from bankruptcy.

—Margaret Genovese

mated that UPI had "close to 600" U.S. daily newspaper subscribers, 2,300 U.S. broadcast subscribers, and 875 non-media subscribers in the United States.

The Associated Press, of course, constantly monitors its rival, and according to AP Assistant General Manager Kelly Smith Tunney, 30 newspapers dropped UPI service and began AP service between July and mid-October. Another eight that had been subscribing to both wire services dropped UPI service during that period. As of mid-October, 122 newspapers subscribed to both full news services, Tunney said, adding that AP has 1,365 member newspapers.

Also in the financial area, Benjamin said he placed an "immediate and very high priority" on determining how much various information products sold by UPI cost to produce. "The prices that we've put on various wires do not reflect a very good understanding of what it costs us to produce those," he said.

Benjamin said UPI would remain a "ubiquitous," full-service wire. While it will continue its effort to be first with breaking news, the service, he said, would give more attention to what he called "high-value" information—the kind of comprehensive, in-depth stories provided by supplemental wire services. UPI has the advantage, he said, of being able to provide this kind of information from more places and about more subjects than any of the so-called supplementals.

CONTACTS, CREDENTIALS. As Benjamin began the process of visiting UPI subscribers around the country, he acknowledged that he is not well-known among newspaper editors, although he has developed contacts with newspaper publishers. Benjamin was assistant to Katharine Graham, chairman of The Washington Post Co., while she served as ANPA chairman and president in 1980-82. He served as chairman of ANPA's telecommunications public policy group.

Also at the Post, he was a national affairs reporter, deputy metropolitan and foreign editor. Prior to that, he was a foreign editor at Newsweek and a roving foreign correspondent for the Voice of America. He also was Washington bureau chief for The Boston Herald Traveler (predecessor of The Boston Herald) and worked for UPI for four years as a reporter and editor in its Boston and Washington bureaus. He began his news career with The Springfield (Mass.) Union.

He left the Post in 1984 to go into consulting, first with Gray & Co. in Washington, then starting his own firm—Anderson, Benjamin, Read & Haney, Inc. Benjamin will continue as a director of the firm and said he is sure he will want to rejoin it "at some point in the future."

While Vázquez-Raña maintains "a very great interest" in seeing UPI become a viable and profitable company, Benjamin said the Mexican owner has a newspaper publishing business in Mexico that takes up his time, and he will be occupied with his duties having to do with the 1988 Olympics. Vázquez-Raña is president of the Association of National Olympic Committees.

"In terms of operating the company and taking the steps necessary to rebuild its relationship with its clients and beginning improvements in quality, I have complete authority over that," Benjamin said.

In a letter to subscribers immediately after assuming the position, Benjamin asked them to "give us 1987 to earn our place in your newsroom."

Borrowing a line from Chrysler Corp. Chairman Lee A. Iacocca, who reversed the sagging financial fortunes of that auto manufacturer, Benjamin said UPI expects to be in a position by next Thanksgiving to declare: "If you can find a better news service, buy it." ☐

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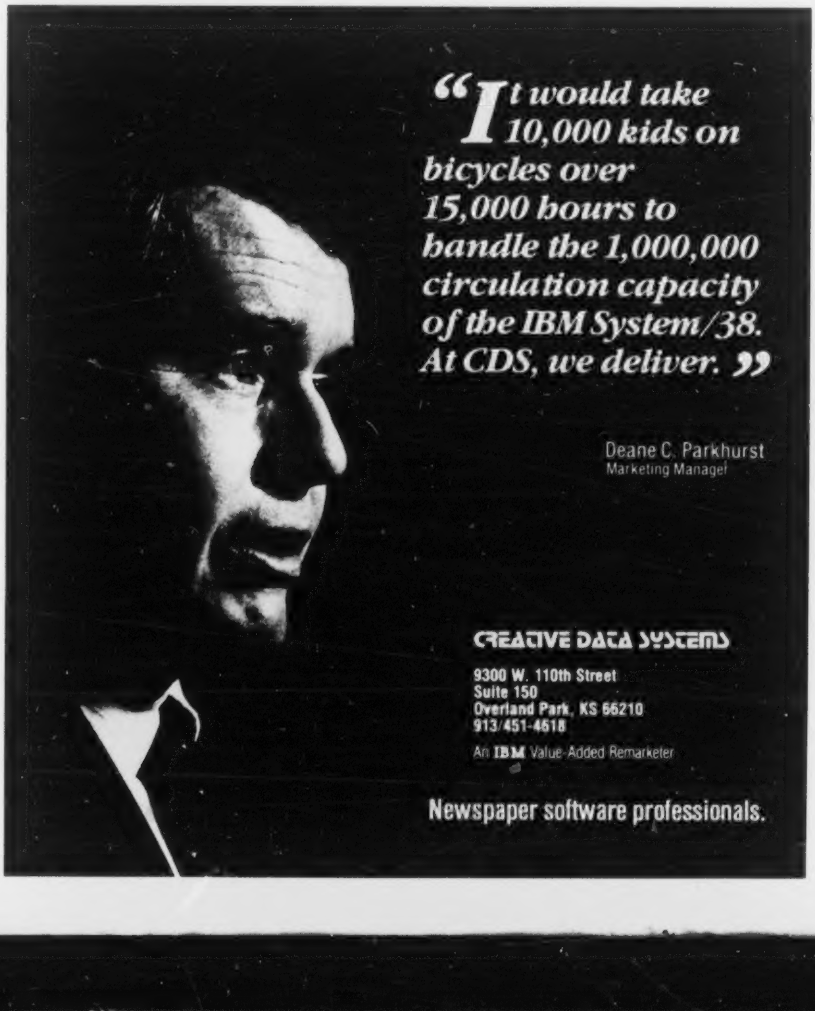

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PART 2s

More newspapers follow The New York Times' lead and produce high-quality, profitable Sunday magazine spinoffs

BY MARCIA RUTH
presstime staff writer

At the height of World War II, when Paris designers could not hold their annual shows, The New York Times joined U.S. fashion leaders in staging alternative shows in New York City.

Coverage of such events began as "Fashions of the Times" articles in the Times' weekday pages and Sunday magazine. Then in 1950, an expanded version moved to a free-standing section of the Sunday magazine called a "Part 2."

Today, 17 such Part 2s account for about one-fourth of the number of issues of The New York Times Magazine published each year, as well as about one-fourth of the magazine's advertising pages.

And a few other dailies have also started Part 2s.

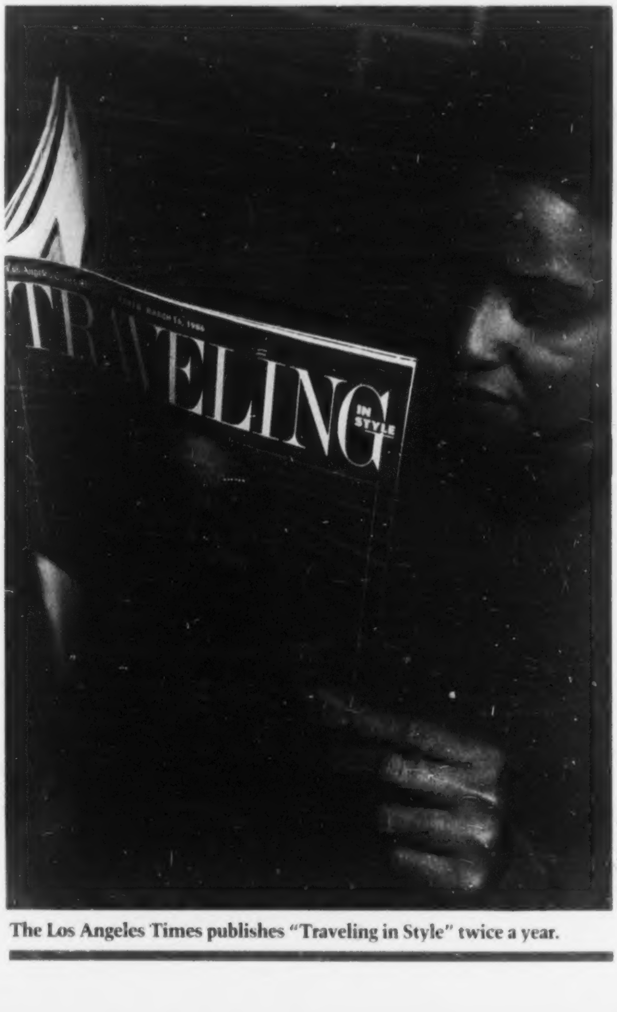
Editorially, Part 2s are "an expansion of the areas we already cover well," says The New York Times Magazine's advertising manager, Barbara J. Litrell.

What is new is the advertising dollars they generate. In the most recently added Part 2—The Good Health Magazine, published last Sept. 28—about 80 percent of the ads were "new business," Litrell says.

Good Health is now on a semiannual publication schedule, as are these other Times Part 2s: Fashions of the Times, Men's Fashions of the Times, The Sophisticated Traveler, Home Design, Home Entertaining and The World of New York. Published three times a year is The Business World.

For a long time, the Times magazine has been considered in a class by itself. Far and away the leader among newspaper magazines in attracting national advertising, it has consistently led the field in the overall number of advertising pages. In 1985, it also emerged for the first time with more ad pages—4,360—than *any* weekly magazine, according to the magazine industry's Leading National Advertisers, which measures advertising.

Although many newspapers use their Sunday magazines to highlight a particular subject and attract related advertising, printing separate magazines on a single topic is a relatively new phenomenon.



The Los Angeles Times publishes "Traveling in Style" twice a year.

© David Rambo

"We saw The New York Times doing it and thought—at least in fashion and travel—'If it works in New York, why not in Chicago?'" says John A. Churchill, advertising manager of the Chicago Tribune's Sunday magazine.

In 1984, the Tribune started with two Part 2s, then went to five in 1985 and 1986. Planned to continue yearly are spring and fall issues for both fashion and travel, as well as a home furnishings Part 2 that was inaugurated this year. In 1985, the Tribune had another second section of the magazine, "24 Hours in Chicago," sponsored by a single advertiser, a department store.

"I don't know if we'll keep adding one every year forever," says Churchill, "but that seems to be the track we are on."

In the past three years, the Los Angeles Times has also launched a combination of regular Part 2s and issues wrapped around a particular event.

Three years ago, the Times began the twice yearly "Traveling in Style," which was "downsized" along with the regular Sunday magazine last year [presstime, April 1986, p. 12].

This year, one special Part 2—the Sept. 21 "Center Stage" publication—focused solely on the opening of the Orange County Performing Arts Center.

Another newspaper that has joined the trend is The Boston Globe, which now has seven regular Part 2s plus an occasional special issue, such as the one published Aug. 31 commemorating the 350th anniversary of Harvard University.

For some papers, Part 2s allow experimentation with new approaches without going out on a limb every Sunday. "We will try something in a Part 2 we would not try in the regular magazine," says Churchill. For example, pleased with the full-bleed color and different trim of its latest Part 2s, the Tribune plans to move to adopt that new look for the regular Sunday magazine early next year, he says.

Other papers, such as the Providence Sunday Journal, offer a modified Part 2—a pull-out, themed section that is tucked inside the regular Sunday magazine. "What we do is run two covers essentially," says Advertising Manager Robert F. Pyper. "It is more practical for us to do it this way than run two separate books."

In 1985, The Globe and Mail in Toronto chose another path: publishing specialized magazines without a general one—essentially, Part 2s without a Part 1—on Friday as a "weekend" magazine.

The newspaper currently publishes a monthly magazine covering business and "what to do and where to go" in Toronto, as well as a quarterly travel magazine, says Marketing Director Mike Soliman. These magazines are distributed as part of the Sunday paper, and Soliman says he hopes eventually to broaden the offerings and to step up the frequency to weekly.

> *"We saw The New York Times doing it and thought . . . 'why not in Chicago?' "*

Newspapers with Part 2s regard them as successful, but some say it is hard to pin down their financial impact.

At the Chicago Tribune, the five Part 2s account for 8.8 percent of the total number of Sunday magazines published annually (57). And they bring in 12.5 percent of the Sunday magazine revenue.

At The Boston Globe, with its seven regular Part 2s plus some special issues, the revenue figure is closer to 6 percent, says Display Advertising Manager Oliver Rodman. More importantly, the Part 2s "bring new people (advertisers) into the magazine," says Rodman, and on occasion they also bring advertisers into other parts of the paper. The important thing with new accounts, he says, is that it is "not switch business but new business."

The Los Angeles Times does not divulge revenue figures, but with 254 pages, including 161 pages of ads and 385 different ads, last September's "Center Stage" issue was the paper's largest magazine.

At The Globe and Mail, success is measured on two fronts—ad revenue and circulation, says Soliman. For example, when a Friday paper contains a specialized magazine, single-copy sales go up 18,000 to 22,000, he says. "If I can keep 2 to 3 percent (as regular readers), it's a wonderful way to build circulation."

So far, there is agreement that the most viable subjects are fashion, travel, business and a focus on the city where the newspaper is published.

What remains to be seen is whether the move to specialized Part 2s is only an option for the largest papers, or whether others will join the trend. ☐

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Long Ago, Carriers Also Delivered Special Holiday Greetings

BY **KAY MAGOWAN**

Nowadays mention holiday customs around a newspaper office and people will probably think you're referring to the newest staffers getting stuck with the worst hours, having to sit at the same table with the editor at the Christmas party, getting cookie crumbs in your VDT, or turning down a bottle of booze because it's against the ethics code.

But a couple of centuries ago, a more pleasant—and now long-forgotten—newspaper holiday custom was just getting started.

Remnants of the custom still exist in the form of the calendars or cards some carriers give to subscribers during the holiday season. But from the mid-1700s to the early 1900s, these greetings were much more original. Called "carriers' addresses," they usually were in verse form and often were elaborately printed.

> *Called "carriers' addresses," they usually were in verse form and often were elaborately printed.*

The addresses generally were designed to thank customers for their patronage and to solicit a tip. Their contents varied but the important news events of the year often were summarized.

These newspaper relics, filled with timely and timeless bits of wit and wisdom, appear quaint by today's standards. Consider this excerpt from the New York Sunday Press address in 1861:

> "Our pleasure and duty alike we have found,
> As the year was running its twelve-months round,
> In furnishing freely to sex and age
> Spread skillfully out on the printed page,
> A record true, from week to week,
> Of all that the mail or wire could speak.
> The deeds of a thousand million hands
> In a dozen of zones and a hundred of lands,
> Fun, politics, roguery, war and peace,
> Loves, mysteries, murders that never cease
> While the pulse of humanity burns and beats
> Through the country's lanes and the city's streets.
> We have talked of the sick, the dying, the dead,
> The nursery and the bridal bed,
> The liveried lackeys of royal courts,
> The men of the people in rows and sports,
> How Julia ran off with her father's groom,
> And Nell punched her husband's head with a broom,
> How cities fell amid war's fierce din,
> While conquering armies thundered in,
> And how Timothy died from the prick of a pin."

Because the addresses, like newspapers, usually were discarded after reading, most of the ones that still exist are in the rare collections of libraries and historical societies across the country.

In one sample of nearly 100 addresses from various libraries around the country, the oldest was from the Pennsylvania Gazette of Philadelphia in 1748 and the newest from The Daily News of Batavia, N.Y., in 1904. Sizes ranged from single-page handbills to eight-page pamphlets. The shortest was 12 lines, but several of the poems ran more than 200 lines.

Early addresses were quite plain, but in the 1800s, the heyday of the carriers' addresses, fancy borders and color were added as the annual greetings became more and more elaborate. Broadsheets, 12

THE ADDRESS OF THE CARRIERS
TO ITS PATRONS
CARRIER'S NEW YEARS ADDRESS
CARRIERS' ADDRESS
DAILY PICAYUNE

Selections from Broadside Collection, Brown University Hay Library; photos by Madaline Friz

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Magowan worked as a copy editor and assistant news editor for daily newspapers for 14 years before becoming an assistant professor in 1983 in the Department of Mass Communication at the University of Wisconsin, Milwaukee.

inches by 18 inches or larger, were favored for a time, but pamphlets became popular in the 1850s. Near the end of the century, some papers started adding calendars and others produced almanacs instead of verses. These variances seemed to signal the end of the poetic practice.

Most carriers' addresses were not signed, so their authorship remains a mystery. Carriers, of course, wrote some. Others were the work of reporters, editors and anonymous local poets. A few were credited to widely known authors such as John Greenleaf Whittier, Alfred Lord Tennyson, James Whitcomb Riley and Nathaniel Hawthorne.

Many of the poems sounded like the famous letter carriers' credo and told how the newspaper carriers shivered through the cold winters, splish-splashed through the spring rains, sweated through the summer heat, and sludged through the mud and muck of autumn's tempests. But in the 1784 address from the Pennsylvania Gazette the carrier offered an apology to the reader:

"'Twas wrong indeed to wear out shoes,
To bring you nothing but bad news."

Many addresses eschewed the lighthearted for more sober reflections on subjects such as war, peace and freedom as, for example, this 1820 Erie (Pa.) Reflector poem:

"We have no news from Europe's shore,
'Tis the same tale, told o'er and o'er,
That men are born for slaves;
Imperial crime o'er kindred souls,
The tide of blood and ruin rolls,
And Death's dark banner waves."

Or, from the 1773 Pennsylvania Gazette, this poignant reflection:

"Each fam'd Revolution we find is no more,
Than a dull Repetition of what went
before."

Comments on the events of the year weren't just from the big-city dailies. For example, in 1875 a Grasshopper Falls, Kan., carrier for the Grasshopper and New Era newspaper included the following verse in his holiday greeting:

"This year, from his arduous labors, has
gone
The Afric (sic) explorer—the great
Livingstone.
His work was so noble all nations may
claim
A part in his conquests, a pride in his
name."

Under the "issues haven't changed much in 100 years" category come these verses from The Emporia (Kan.) News of 1870:

"A word perhaps is not amiss,
Its stand is true and strong
That Woman's Right is to do right,
But never to do wrong;

And in her right to help herself
By work or hand or pen,
And in her right to equal pay,
For equal work, with men."

Politicians took their lumps in the addresses, as in this from The Oregonian of Portland, 1852:

"Had I a muse I here would sing
Some great exploits of colonel King,
A rara avis of his class—
A perfect legislative ass."

Or, from The New York Daily Advertiser, 1828:

"Our Aldermen, that goodly corps,
(Not merely meant to eat and snore),
Drawn from the wards in comely pairs,
To arrange the city's deep affairs
Draw from the people mints of cash,
And lay it out in feasts and trash."

Some addresses brought up strictly regional issues. The 1871 address from the Central City (Colo.) Register explains the local antipathy toward Eastern miners brought in to work worthless mines.:

"The swindled Eastern payer sends,
To work this barren hole,
Some first-class nincompoop who lacks
Conscience, sense or soul.

He spends the cash the owners send
To work their precious mine
In trotting horses, gaudy clothes,
Women, cards and wine."

Although many carriers' addresses never mentioned money, some, such as this from the Salt Lake City Daily Tribune in 1883, started with a blatant request for a tip:

"Accept, my jolly patrons, a carrier's
'Happy New Year,'
For you 'mid the heat of summer, for you
through winter drear,
Certain and sure as sunrise, I have left the
Trib. at your door,
Thanks for a silver quarter, many thanks for
something more."

Others, such as the 1894 address from The Washington Post, took a more subtle approach but hit the topic hard at the end:

"There's no good in making promises,
And I don't intend to boast,
But just try me with your silver
If you want an early Post."

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What used to be black and white and read all over…

BUSINESS

SECTION

C

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's ''color world.'' More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right ''image'' for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad

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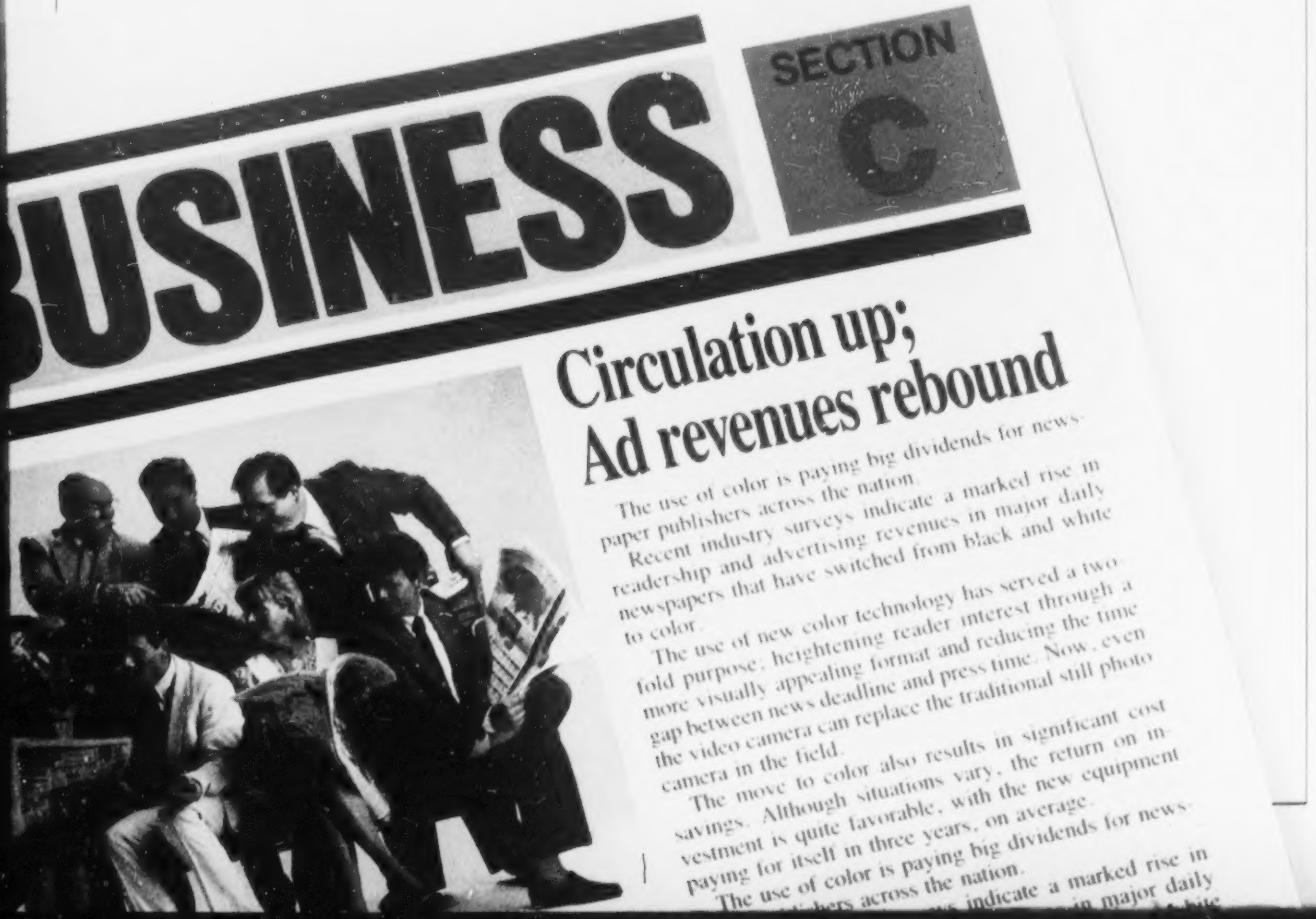


BUSINESS

SECTION C

Circulation up; Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation.

Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a two-fold purpose, heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for news-

British Press Upheaval

With much weaker unions in place, newspapers are fleeing Fleet Street. The shakeup has resulted in new papers and streamlined operations.

BY BRIAN P. KNOX-PEEBLES

The recent chain of events in the British national newspaper industry is part of what many see as the most significant changes in commercial communication in Great Britain since the 15th century.

The structure of the British newspaper industry differs from that in the United States, and a lot of what is happening at this moment on Fleet Street happened several years earlier in the United States.

However, as Madison Avenue is to advertising and Texas to oil, so Fleet Street is to newspapers. It is the heart of the industry and has influenced the development of siblings throughout the world. It is also in the capital of one of the countries with the highest per capita consumption of newspapers in the world. Hence, what is happening in Britain *is* of interest and significance.

So far as the structure of Britain's newspaper industry is concerned, it is sharply polarized between the immensely competitive national sector and the regional sector that until fairly recently, when the serious threat from free publications emerged, had operated in local markets similar to those in the United States. There was one substantially dominant paper per region, with competition coming from broadcast media and leisure activities.

The entire U.S. newspaper industry, with the exception of The Wall Street Journal, The New York Times and USA Today, would fall within the regional category.

But within Britain's national newspaper industry, 11 dailies with circulations ranging from about 200,000 to 4 million are published out of London each day; within the quality sector, where the standards match those of The New York Times or The Wall Street Journal, there are the Daily Telegraph, The Times, The Guardian and the Financial Times; also, The Sunday Times, The Observer, The Sunday Telegraph and—since Oct. 7—The Independent. (See chart, p. 20.)

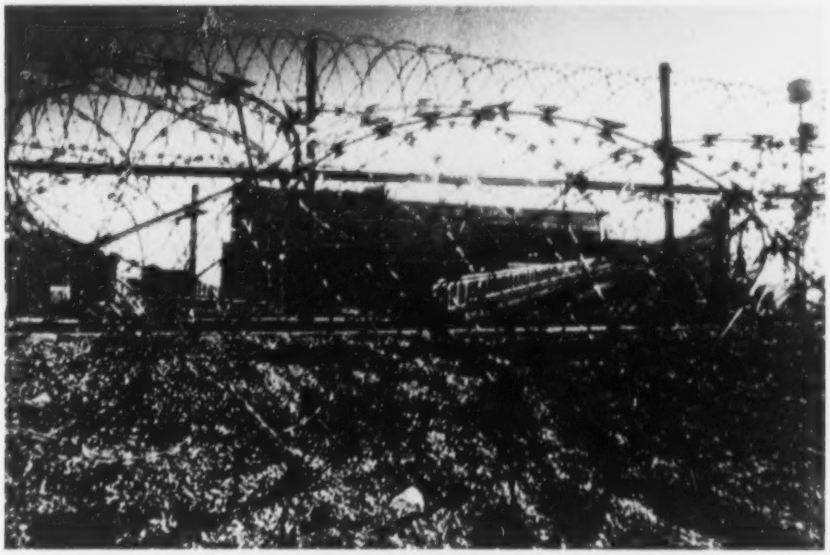
Total circulation of the national papers has been stable for the past 15 years, though the quality sector has been outperforming the popular press. The overall stability has been achieved despite the increase in TV channels and hours of broadcasting; outdated production methods; appalling industrial relations leading to lost production running into millions of copies per year; escalating costs [presstime, June 1981, p. 46]; price increases well ahead of inflation; recession and unemployment; British enthusiasm for the video cassette recorder (current household penetration: 34 percent); and all the leisure opportunities now available to fill every waking minute.

In Britain, therefore, there is little or no evidence of any decline in interest in the printed word.

The intriguing question is what sort of state the industry would be in had these negative factors not been at play over this period.

However, Fleet Street realized it must reduce its cost base to survive in the face of strong competition from new launches—two new national dailies and two Sunday papers this year, with even more planned for next year—because the majority of the national papers were operating either at very considerable financial loss or, at best, minimal return. Hence, the significance of the Eddie Shah initiative against the unions (see story, facing page)—it set in motion the revolution in financial and technical terms.

Today, three waves of events can be identified: the immediate consequences of Shah's successful defiance of the unions in 1983; the dramatic developments of this year; and what is still to come.



News International's new plant in Wapping is protected by barbed wire mainly as a defense against angry print workers.

Knox-Peebles is group marketing director of London-based United Newspapers, a major newspaper and magazine publishing company.

The first wave began with the Warrington riots in 1983; the appearance of new, aggressive proprietors who curbed union power; newspapers' moves to leave Fleet Street; the launch and initial collapse of Shah's Today newspaper; and the first moves in limiting the power of the wholesale distributors.

The second wave—what is happening now—is the launch of new publications by a generation that learned from the mistakes of its predecessors. These publications include the relaunch of Today, launches of The Independent and Sunday Sport, and a host of plans for the London market.

The third part, the most interesting, is yet to come. It is the "green fields" situation that for so long has seemed a utopian goal. Essentially, this final scenario presupposes that production constraints, in the mortally destructive sense of the past 20 years, are a thing of the past; that the planned moves out of Fleet Street have been successfully completed; that the use of printing capacity in the regions by London-based nationals has been successfully organized as currently planned; that nationals are beginning to produce the sort of return on capital that managements feel should be possible (approximately 15 percent); that computing power can be used to the fullest; and that London is supporting at least two, possibly three, evening dailies.

FORCES FOR CHANGE. There were four major forces which brought about this change: Shah (Today/News UK); Robert Maxwell (Mirror Group Newspapers/British Printing & Communications Corporation); Rupert Murdoch (News International); and computers. While the regional press has been making use of computer power for years, the national press is just beginning to enjoy its advantages.

Shah and Murdoch set the pace with electronic typesetting. Today incorporated electronic color scanning as well, and complete pages were transferred to press.

Within the first nine months of this year, the traditional print unions—the National Graphical Association (NGA) and Society of Graphical and Allied Trades (SOGAT '82)—made concessions that were unthinkable just two years ago. Publishing companies have begun the move away from Fleet Street and have started taking advantage of new technology in their new locations, leading to the new and planned launches.

Shah, with his total use of new technology and minimal workforce resulting in a hugely lowered cost base, seemed set to realize profits existing newspapers could only dream of—20 million pounds ($28.8 million) on revenue of 50 million pounds ($71.9 million). The fact that this has not

Eddie Shah at the Fore of Controversy

If there is one name that stands out in the revolution in British newspaper publishing, it is that of Eddie Shah.

An ex-TV producer turned free-newspaper entrepreneur, Shah hit the headlines in 1983 in a fierce clash with the powerful-print union, the National Graphical Association, at his Messenger Group Newspapers in Warrington in the North of England.

The NGA's mass picketing over a closed-shop dispute and the ensuing violence brought Shah and the union into a court battle the union ultimately lost.

In 1985, Shah conceived the idea of Today, Britain's first national color tabloid, produced with state-of-the-art technology and a workforce only 20 percent of the size employed by other national newspapers.

Today was undercapitalized and failed to reach its advertising and circulation targets. This led to the paper's takeover by Lonrho Corp., already owner of The Observer and other papers. By that time, however, the bandwagon of change was unstoppable.

Shah has gone back into regional newspapering, using money from his shares in Today to purchase the Warrington Guardian series, rivals to his Messenger Group of free newspapers. Now a dispute with the NGA is looming there over an in-house practice by the union. *—Brian P. Knox-Peebles*

Shah (above), Maxwell (uppermost photo) and Murdoch (center) set the stage for major change. Also instrumental have been United Newspapers Chairman David Stevens (far left) and Conrad Black, a Canadian who owns a controlling interest in the Daily Telegraph.

National Newspapers in Great Britain[1]

	Circulation (000s)	Launched 1986	Proposed 1987 Launches
Quality Dailies (and Owners):			
Times (News International plc)	471	Independent (Newspaper Publishing plc)	
Guardian (Guardian Newspapers Ltd.)	524		
Daily Telegraph (Daily Telegraph plc)	1,156		
Financial Times (Financial Times Ltd. (Pearson plc))	252		
Popular Dailies:			
Daily Express (United Newspapers plc)	1,856	Today (News U.K. Ltd.)	
Daily Mail (Assoc. Newspapers)	1,801		
Sun (News International)	4,062		
Star (United Newspapers)	1,421		
Daily Mirror (Mirror Group Newspapers Ltd.)	3,049		
Quality Sundays:			
Sunday Times (News International)	1,149		
Observer (The Observer Ltd.)	778		
Sunday Telegraph (Daily Telegraph)	678		
Popular Sundays:			
Sunday Express (United Newspapers)	2,376	Sunday Today (News U.K.)	News on Sunday (News on Sunday Publishing plc)
Mail on Sunday (Assoc. Newspapers)	1,617	Sunday Sport (Apollo Ltd.)	Sunday Globe (Independent Newspapers plc)
News of the World (News International)	4,850		
Sunday Mirror (Mirror Group Newspapers)	3,022		
Sunday People (Mirror Group Newspapers)	3,031		

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[1] As of June 1986

materialized is irrelevant. He triggered the revolution even though his target market—"middle England"—turned out to be largely illusory, and the circulation of his paper, now around 370,000, is a long way from the 1.5 million originally envisaged.

As Today was approaching publication early this year, the Mirror Group's Maxwell began a confrontation over the printing of his national newspapers, culminating in threats to close them and finally the shedding of 2,100 jobs. His contribution to the shakeout, in this sense, was enormous.

The other major factor in bringing about these rapid changes was Murdoch who in January 1986, ahead of the launch of Today, moved the four News International titles from the area around Fleet Street to Wapping. He bypassed the traditional print unions and reduced his 6,500 workforce by 5,500 people. This is the subject of continuing dispute.

Following this, came the rush to leave Fleet Street by the other national newspapers and move to the Thames Docklands development area. Cheap sites, the opportunity to install new presses often utilizing color printing, and the possibility of simultaneously reducing the workforce and introducing new work rules combined to lure publishers out of central London.

FUTURE PLANS. Major publishers' achievements and plans are as follows:

Maxwell's Mirror Group Newspapers is to move to the Docklands, and printing will be turned over to the British Newspaper Printing Corp., a BPCC subsidiary of which Maxwell is chairman. BNPC has ordered 20 high-speed, offset color presses from MAN-Roland of West Germany, at a cost of about 60 million pounds ($86.3 million). All Mirror Group papers should be offering color by July 1987, with 16 pages of live color every day in the daily papers and double that on Sunday. The emphasis is on high quality, high speed and all the latest news and sports coverage.

Meanwhile, Maxwell has achieved assurances on voluntary reductions in the labor force and the return of the five-day workweek at his two Scottish newspapers, the Daily Record and Sunday Mail.

- **Express Newspapers,** now part of United Newspapers, is developing its long-term production plans but has made no announcement. It has cut its labor force (once 6,800 strong) by more than a third without loss of a single copy.
- Production of the **Daily Telegraph** moved to Docklands at the end of September. Substantial workforce reductions of about 1,000 have been achieved from the 3,300-member staff, although the paper has simultaneously recruited a good number of new journalists. The daily and Sunday papers have been revamped and redesigned, with new features introduced, more foreign news and greater attention given to Scotland and the North of England in home news coverage. Color printing is available, although it is being restricted to ads initially.
- **The Guardian** is scheduled to move to Docklands in late 1987, and color presses will be installed. Color will be used for advertising initially. The print unions have agreed in principle to direct input.
- The **Financial Times** is to move to Docklands in 1988, and 55 million pounds is to be spent on further development of the paper. Restrictions on pagination and the number of copies that may be printed will no longer apply, and color printing will be feasible. Four hundred voluntary reductions in staff have been called for.
- Production of **Associated Newspapers** (Daily Mail, Mail on Sunday, The Standard of London and many regional titles) is also set to move to Docklands in 1988, while editorial, advertising and administrative offices may move to new quarters in central London.
- **The Observer** has not opted for a move to the Docklands. Instead, it has decided to go for contract printing in the regions—shedding, in the process, 500 print workers' jobs. Its editorial offices will move from Blackfriars to Battersea. These moves should enable the paper to run on a lower cost base and help it combat assaults on its circulation from The Sunday Times and the soon-to-be launched News on Sunday.
- At its new Wapping base, **The Sunday Times** plans to print a 200-page paper by the end of 1987 and to introduce new supplements.

'86 AND '87 LAUNCHES. National papers launched in 1986 were Today (March) and Sunday Today, Sunday Sport (September), and the Independent (October).

Today's launch was disastrous, and the paper, always under-capitalized, had to be rescued three months later by Lonrho Corp. It is now being revamped and heavy promotion may effect improved circulation and greater advertising content.

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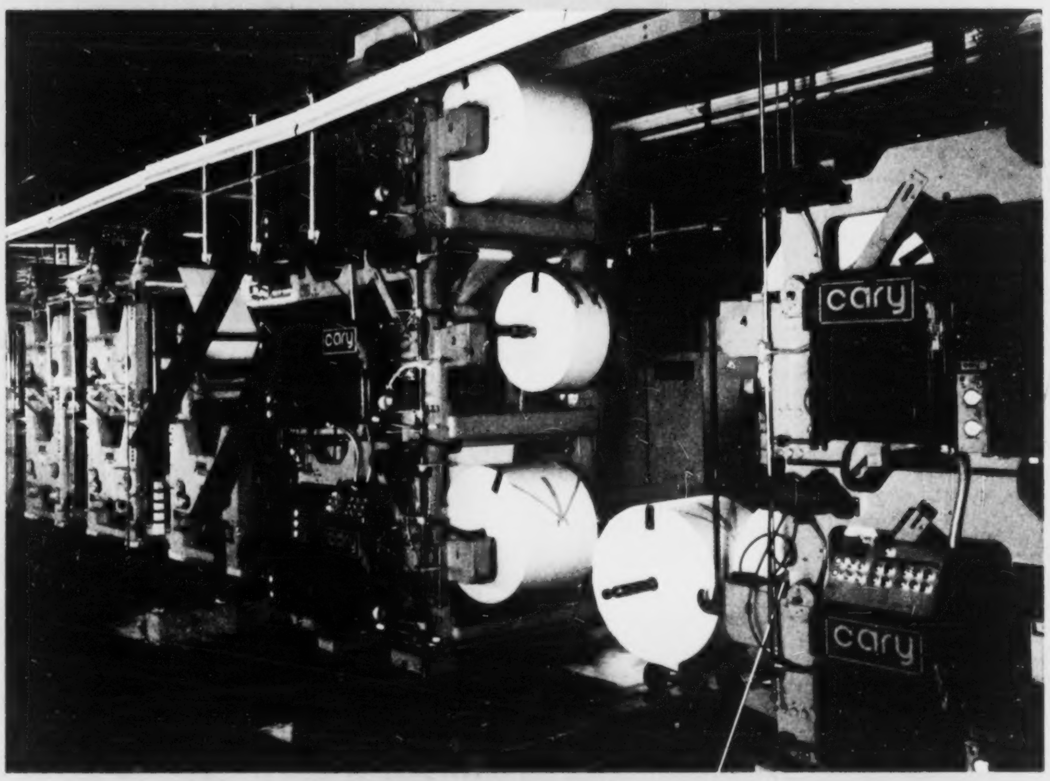

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Sunday Sport, a very cheeky, downmarket publication, survived a ban on its advertising imposed by the ITV television network. It launched a 32-page tabloid, including 16 pages in full color. Printing is being done in two regional plants. About 500,000 copies were produced for its launch in London; the target is 1.7-million circulation within 18 months. Further launches in the North and the Midlands are planned.

The Independent, the new quality daily paper launched on Oct. 7, has opted for contract printing at four regional facilities. Good regional distribution of the paper should follow. Four out of a basic 24 pages will be capable of printing color, including the front and back.

Extensive prelaunch research was undertaken. A sample of 1,000 adults showed that 15 percent of those reading an up-scale paper were not entirely satisfied with it. About 30 percent of those who had changed their reading habits in the recent past had done so by taking an extra newspaper. This may indicate that the Independent would find a market as a "second" newspaper rather than as an alternative to a longstanding favorite.

Two new Sunday papers and three new London evening papers are scheduled for launch next year. News on Sunday, a politically left-of-center paper, the Sunday Globe; the London Daily News, a Maxwell paper; Associated Newspapers' Evening News, which was closed in 1980; and Murdoch's London Post, once planned for a 1985 startup.

But there are doubts about whether a market exists for another evening newspaper, let alone three more. A new evening paper would add relatively little to net circulation and advertising revenue. However, the new printing technology renders a launch more viable.

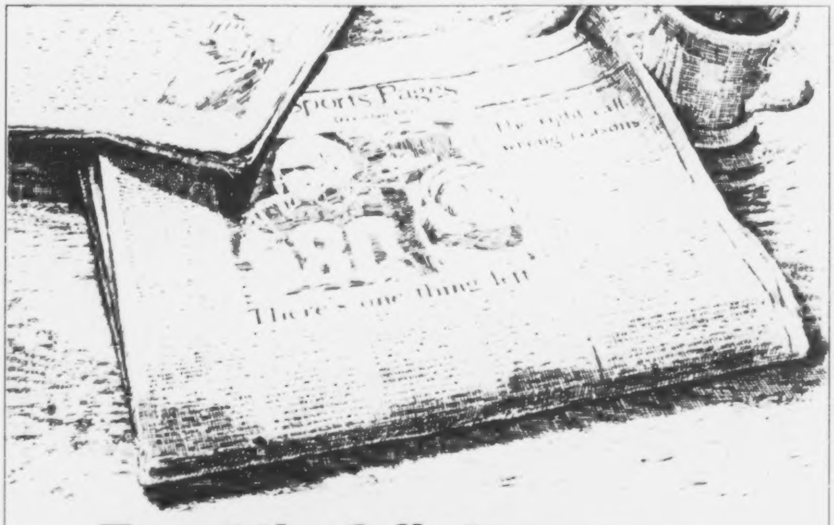
To confuse the marketplace even more, one entrepreneur is talking of moving the free-daily paper concept (Tuesday-Friday) from Birmingham to Manchester and London in 1987. This semi-national paper in three major conurbations could have an impact on sales of nationals.

SUMMING UP. British newspapering has entered a "phoney" war period: The declaration of intent has been made, and a few lightning and significant moves have been carried out. Beyond that, however, it is a matter of the various forces repositioning themselves.

During this limbo time, a great deal of logistical activity will go on. But it will not be until after the new plants are built, the moves made, and the new presses with their enhanced color capacity and state-of-the-art technology operational that the real battle will begin.

At the end of the revolution—beyond the hype and the miracles of modern technology—all that will have been achieved is what was possible, in its context, 250 years ago: namely, producing newspapers in a form readers want them and at a profit.

The recent past has been concerned with changing technology, lower operating costs and manning levels, but that was yesterday. All that was only a means to an end, not an end in itself. What British publishers have to understand, and act upon, is that new technology and increased profits have a value only in making it possible to provide better service to our readers. That, and only that, is what this revolution is about. ☐



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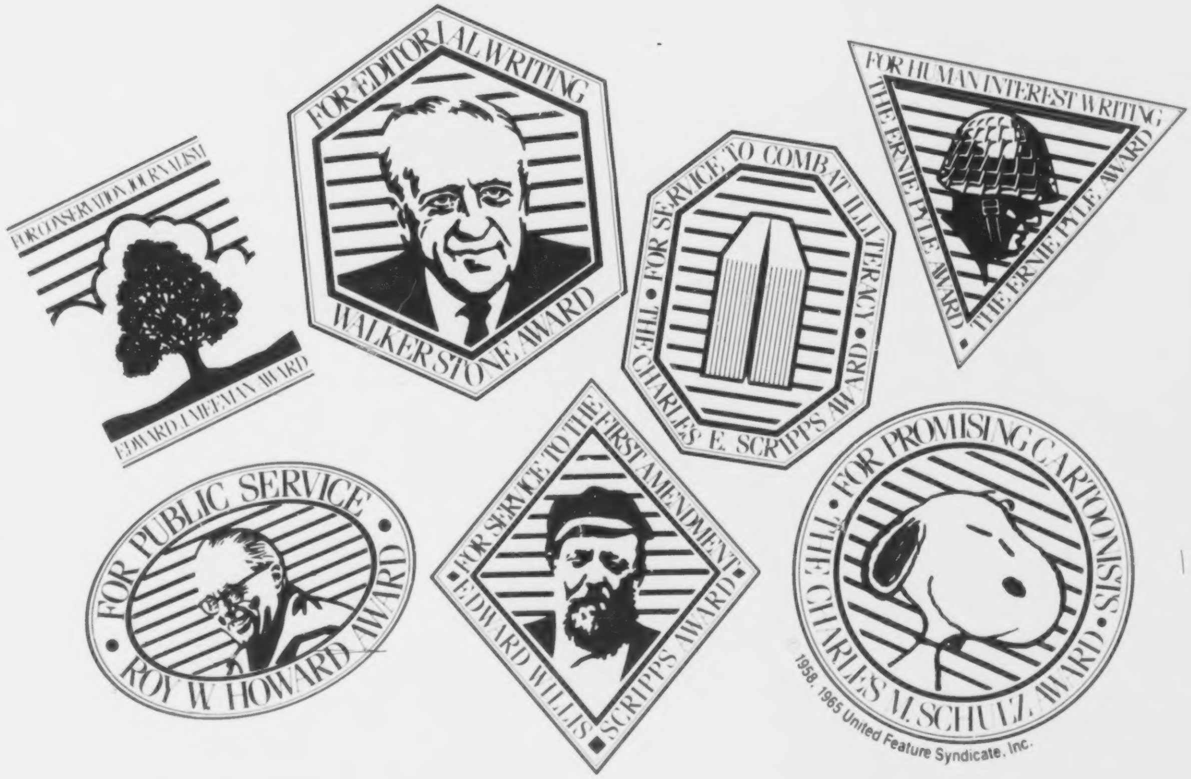
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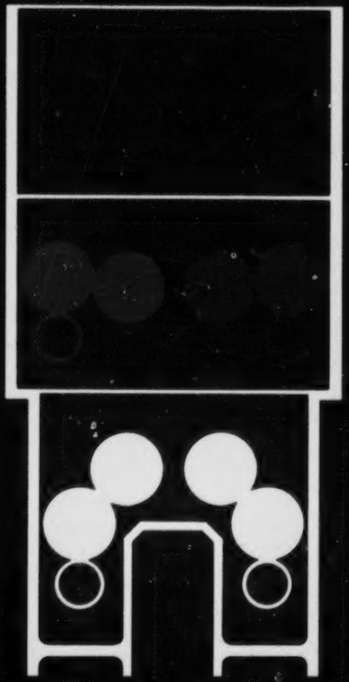

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AIDS
Reporting the Tragedy

BY MARGARET GENOVESE
presstime staff writer

A prominent public figure in Anytown, USA, is rumored as having acquired immune deficiency syndrome, better known as AIDS. Does the local newspaper publish the story?

A private citizen dies of complications from AIDS. Should the obituary mention AIDS?

Some people with the disease have made a point of publicizing the fact, including one daily newspaper editor. And there appears to be an emerging trend for survivors to acknowledge AIDS as the cause of death. But other AIDS victims and their families prefer to keep it secret, in large measure because so far in the United States the killer disease has predominantly struck homosexual and bisexual men and intravenous drug users.

This much is certain: The toll for AIDS victims will increase, and as it does, so will the ethical dilemma for editors on whether, how and when to identify them.

So far, there does not seem to be any consensus on this issue. Even individual editors are not sure what their newspaper's policy should be.

For example, following the death of a prominent Bostonian, reporters for The Boston Globe talked to the man's family, close friends and doctors but were unable to confirm widespread rumors that he had AIDS. "Therefore, we never knew it" for certain, says City Editor Kirk Scharfenberg, "and, therefore, never had to confront the next question"—whether to publish the information.

In the case of private citizens, the Globe would abide by survivors' wishes and not publish such information if they so requested, according to Scharfenberg. However, the Globe has no policy on prominent people, and Scharfenberg admits, "I don't know what is the right policy." On one hand, he says, it is important to get word out that "real people" have AIDS. On the other hand, it is important to respect a person's privacy.

The potential magnitude of this growing problem for editors comes into better focus when the statistics and projections for AIDS victims are examined. According to the federal Centers for Disease Control in Atlanta, 26,875 cases of AIDS had been reported as of late October—and 56 percent of these had resulted in death. In the next five years, the number of AIDS cases is expected to increase tenfold—including a greater number as a result of heterosexual contact. The CDC estimates that by the end of 1991, about 270,000 people will have contracted the disease and about 179,000 of them will have died.

AMONG THE LIVING. The AIDS story is "just fraught with extraordinary issues" both within and outside of the newsroom, says Bob Mong, assistant city editor of The Dallas Morning News. According to the CDC, the Dallas metropolitan area currently has the 10th highest number of reported cases of AIDS in the United States, 460.

"We have vigorously covered individual cases. We've covered the phenomenon. We've tried to stay up-to-date on the medical situation," says Mong.

However, the newspaper has yet to encounter a situation where it ascertained that a prominent resident had contracted the disease but declined to acknowledge so publicly. If that did happen, says Mong, someone from the Morning News staff would probably talk to the victim and to his or her family. "It's such an explosive, sensitive topic, we would want to be compassionate about it and try to get some sense about how they feel about it."

Other editors say the question of whether to print such a story would depend on the prominence of the person and whether the information could be verified.

"I don't think we ought to be snooping into hospital records, laboratory records and doctors' records."

William Cox

"It depends on who it is," says Richard Harwood, deputy managing editor of The Washington Post. "If we knew that President Reagan had AIDS, I'm sure we would report it." But, he adds, "there are a great many people who have terminal diseases that we don't customarily publicize."

"It all depends on degree of prominence," agrees Kent D. Bernhard, executive editor of the Detroit Free Press. "If it is a person who is known among a real small circle of people, but very well-known, likely not. If it were a person who would be a major, major political figure who was ill, probably so. *If* I knew it.

"The thing is," he continues, "on the condition of anyone's health—whatever the illness would be—I would need to make certain we absolutely knew it, and I am a tough person to convince on a lot of scores."

Like Mong, Bernhard says he would approach the person and invite him or her to discuss the illness. "If we are talking about an extraordinarily prominent person—among the most visible people in a state, let's say, or a region—I think it would beg credulity to feel that that person would not at some point . . . acknowledge the illness. If you are a governor or mayor or president of a major corporation, that is just not the type of thing that will stay out of the public prints because you are too prominent."

But what if the person denies having the disease? "It's tough to report that they

"We, in no case, will report AIDS on the basis of a rumor or public speculation, no matter how rife that speculation might be," says a New York Times spokesman.

have it when they are denying it," says Larry W. Tarleton, executive editor of the Dallas Times Herald. "I don't think we'd do that."

However, if the person died and a knowledgeable person came forward and said the victim had suffered from AIDS, Tarleton says he would report that, along with the victim's previous denial.

RECENT EXAMPLES. One of the very few cases in which a prominent living person was reported to have had AIDS was that of Perry Ellis, a New York fashion designer who died last May at the age of 46. The Daily News in New York reported on Ellis' hospitalization and said a hospital spokeswoman would not comment on reports by friends that the designer was suffering from AIDS.

In its obituary on Ellis, Newsday also mentioned speculation in the fashion industry that he was suffering from AIDS. "It had become such a widely rumored thing that his company had put out a disclaimer saying he didn't have AIDS," says Newsday Executive Editor Anthony Marro.

On the other hand, neither the New York Post nor The New York Times mentioned AIDS in their coverage of Ellis' death. Both cited the cause of death as "viral encephelitis."

"We, in no case, will report AIDS on the basis of a rumor or public speculation, no matter how rife that speculation might be," says Leonard Harris, a spokesman for the Times.

There are three situations in which the Times will report AIDS as the cause of death, Harris says: If a hospital spokesman says so, if the family says so, or if the deceased person has made the request in advance of death that the disease be identified.

One of those situations existed in August when Roy M. Cohn, a widely known New York lawyer, died at the age of 59. The Times' obituary quoted a spokesperson for the National Institutes of Health, where Cohn was being treated, as saying that the immediate cause of his death was cardiopulmonary arrest and that the death certificate also listed two secondary causes, dementia and "underlying HTLV-3 infections."

The next paragraph explained that most scientists "believe the HTLV-3 virus is the cause of AIDS." Finally, the Times obit reported that in newspaper and television interviews Cohn had repeatedly denied widespread rumors that his treatment at the federal hospital was the result of AIDS; he said he had liver cancer.

The Cohn case raised another issue, the use of medical records to confirm AIDS. About a week before Cohn's death, syndicated columnists Jack Anderson and Dale Van Atta reported that Cohn was suffering from AIDS, quoting from confidential medical records obtained by Van Atta.

William Cox, a former managing editor of the Honolulu Star-Bulletin who disclosed last summer in a front-page column in the newspaper that he was suffering from AIDS, worries that if the press begins trying aggressively to identify who has AIDS, state governments will [illegible] tougher privacy laws making it harder for the press to do its job.

"I don't think we ought to be snooping into hospital records, laboratory records and doctors' records. I think we are asking for big trouble with the public if we start doing that," he said in an Oct. 24 presentation to the Associated Press Managing Editors convention in Cincinnati.

Cox said he came forward about his illness because he is a journalist "who just couldn't live with saying 'no comment' to my friends and colleagues and others in the media" and because he wanted to "fight the stigma that comes from this damned disease." But, he added, "not everyone can be as open as I was. . . . There are people who don't want to be denied their livelihood or the support that usually is given by friends or family to people who are sick. I hope that we in the press aren't going to try to make that decision for them, that we're going to reveal that somebody has AIDS."

CAUSE OF DEATH. At some newspapers, the question of whether to list AIDS as the cause of death in the case of an ordinary citizen is moot. The Kansas City Star, for example, does not usually list the cause in its obituaries, according to City Editor Darryl W. Levings. That policy would not change in the case of AIDS, he says. "If I knew somebody died of cancer and I don't traditionally put that in, why would I go out of my way to put the person died of AIDS if I knew that?"

In This Case, 'We Hedged'

She wasn't exactly a prominent citizen. But when a local prostitute tested positive for AIDS antibodies and the Transcript-Telegram of Holyoke, Mass., learned about it, editors at the 23,888-circulation daily agonized about what to do.

"We wrestled with whether or not we should do a story telling people that a prostitute that did rather brisk business in town was carrying that disease—whether or not we owed it to our readers to tell them that," Managing Editor Robert V. Unger related at the recent convention of the Associated Press Managing Editors.

Ultimately, he said, "we hedged." The paper did not identify the woman by name, but ran a story saying "a city streetwalker" had been exposed to the AIDS virus.

The newspaper also included in the article an explanation of how AIDS is contracted.

The presentation of that kind of information was endorsed at the APME meeting by former Honolulu Star-Bulletin Editor William Cox, who suffers from AIDS. He said newspapers should be "less squeamish in reporting how you get this disease and what can be done to prevent it. I think we can do it without being graphic, and I think we can do it without street language. Since getting sick, I've heard from reporters who tell me their newspapers won't allow them to use the word 'condom.' " He urged newspapers to point out when erroneous statements are made about how AIDS is transmitted.

He also cautioned against using the phrase "innocent victims" of AIDS when referring to children with the disease. "That is saying then there must be people who are not innocent, who deserve to get it." —*Margaret Genovese*

At the San Francisco Chronicle, the cause of death is always asked, says Edwin Epstein, deputy city editor. But if the family does not want it in the obituary, the newspaper abides by those wishes, whether the cause of death is "cancer or cirrhosis or AIDS."

The Atlanta Journal and The Atlanta Constitution include the cause of death in obituaries when it can be obtained. But it is his understanding, says Managing Editor Glenn McCutchen, that AIDS "is seldom, if ever listed as the cause of death." That is so because AIDS is caused by a virus that weakens the body's immune system and leaves it vulnerable to infection and disease, particularly pneumonia and cancer, which may then be given as the cause of death.

In the case of private citizens, few newspapers go beyond what is supplied by the family or funeral home to discover whether the underlying cause of death was AIDS.

> *In the case of private citizens, few newspapers go beyond what is supplied by the family or funeral home to discover whether the underlying cause of death was AIDS.*

The Washington Post is one newspaper that has assumed an aggressive policy in giving AIDS as cause of death in obituaries. Unlike some other big-city newspapers that run news obituaries only on prominent people, the Post will publish a news obit of "any private person who's lived in this community, in the way of being a permanent resident, for a substantial part of a lifetime regardless of rank, status or achievement," says obituary editor Joe Smith [presstime, Nov. 1983, p. 30].

However, the paper's policy is to publish the cause of death in all cases, including that of AIDS victims. "We are not in a position of treating people differently," Smith says. If survivors request that the cause of death not be published, the Post gives them the option of canceling the obit request.

When the newspaper suspects the cause of death is AIDS, it will raise the question. "If we get an obituary of, say, a 36-year-old man, and we are told he died of pneumonia and he's never been married, I'd be suspicious," says Smith. "I think any reasonable person would be suspicious because 36-year-old people don't normally die of pneumonia."

If the person requesting the obituary denies that AIDS is the cause of death and the obituary writer is still suspicious, the Post will check further. Smith declines to say by what means. He emphasizes, however, that the Post never publishes a news obit for a private person saying he or she died of AIDS without telling survivors first and permitting them the option of withdrawing the obit.

An attorney working with AIDS victims in Washington strongly opposes the Post's policy. Mauro A. Montoya Jr., legal services coordinator for the Whitman-Walker Clinic, thinks obituaries of AIDS victims should be run without cause of death, if that is survivors' preference.

Lori Behrman, public information director for the Gay Men's Health Crisis Inc. in New York City, believes obits should list AIDS as the cause of death. While it's "very important to respect families' wishes," she also says that covering up the cause of death "makes this disease shameful to people, and it makes people think that there's something to hide when you have AIDS, and that's not the case."

Burr Van Atta, obituary writer for The Philadelphia Inquirer, says he has seen "a great deal" of change in the past year in the willingness of survivors to publicize AIDS as the cause of death.

"That's not an unusual position in many cases, whether you are talking about AIDS or cancer or brain tumors," he says. "The family will hope by making a point of announcing the cause to get support for research in the field—in other words, turn the death into a positive thing." ☐

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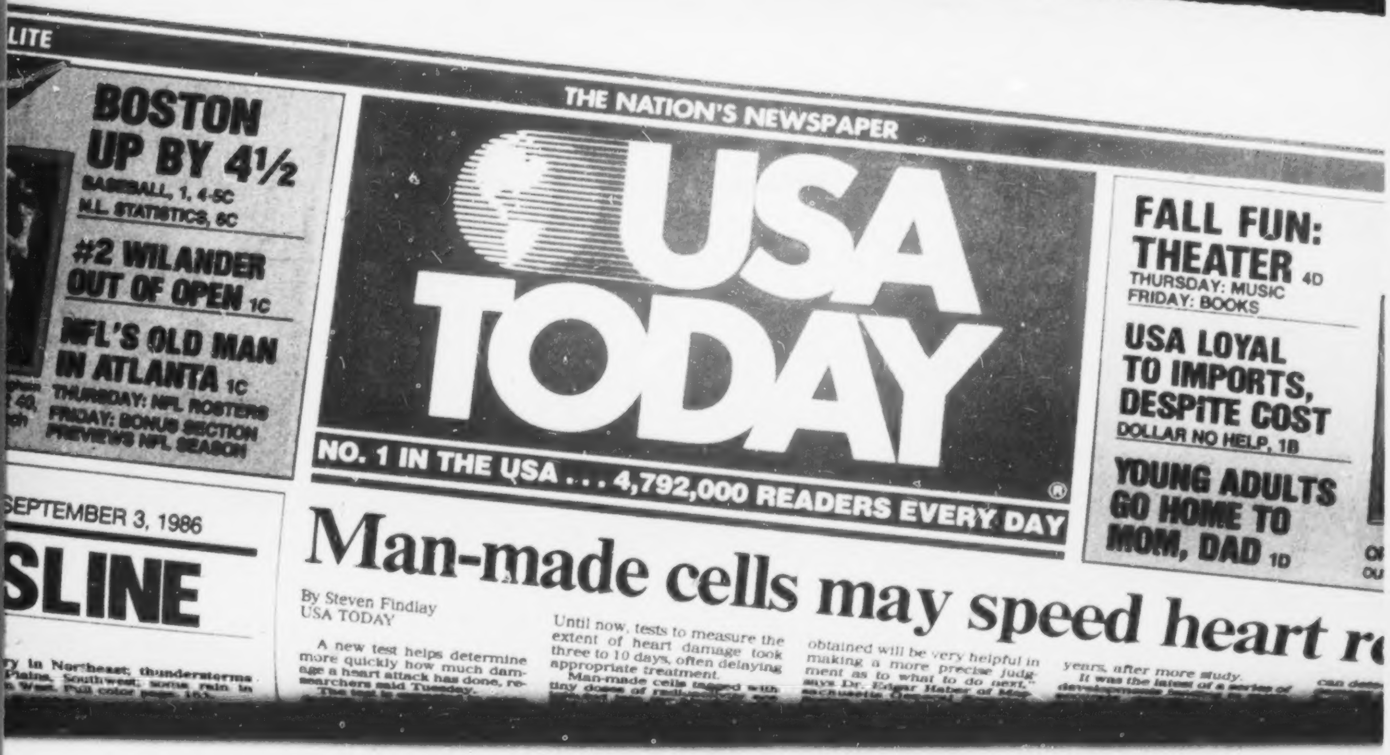

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SEPTEMBER 3, 1986

SLINE

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By Steven Findlay
USA TODAY

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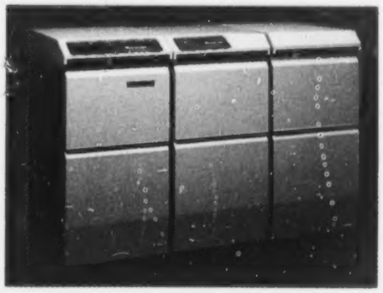

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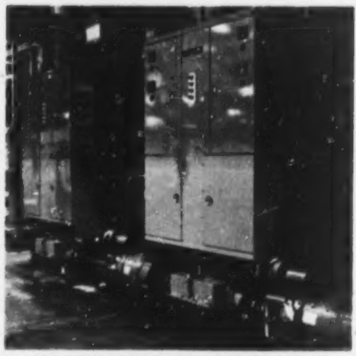

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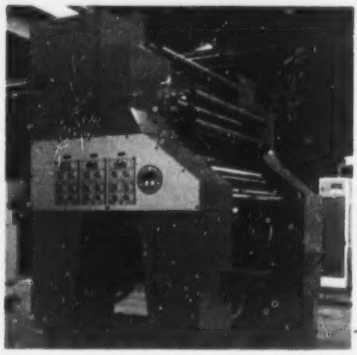

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QUALITY CIRCLES

Higher efficiency, cost savings and better communications result when employee groups review procedures and problems

BY CLARK NEWSOM
presstime labor writer

Since they were first introduced at newspapers in the early 1980s, "quality circles" have spread from the production department to the advertising department, from the maintenance crew to the circulation department and even to the newsroom. Today, quality circles are giving employees a greater opportunity than ever to take part in molding the newspaper operation.

The concept is simple: A group that usually consists of about eight employees from a department meets for an hour a week on company time to "deal with things in the work area that they can fix," as John R. McGovern, employee relations director of the Long Beach (Calif.) Press-Telegram, puts it.

Typically, the group contains both blue-collar and white-collar employees and is led by a supervisor. Most of the time, quality circles attain permanent status, although in some cases they dissolve after a few years of problem solving.

Currently, there are at least 176 circles operating at 14 daily newspapers, and the number is still growing.

Their accomplishments range from improved lighting in the pressroom, to new supply cabinets that improve inventory control in the advertising department, to a composing room tote board that indicates the number of pages remaining for an edition.

The composing room quality team at The Virginian-Pilot and The Ledger-Star of Norfolk transformed an ad storage system from cardboard boxes (left) to neat, hanging plastic jackets (above).

The concept was introduced in Japan—at the instigation of American behavioral scientists—in the 1960s. It made a return trip across the Pacific Ocean and started taking hold in U.S. industry in the early 1970s. Participants identify and analyze problems in their department, develop solutions and recommend them to management. They steer clear of personnel problems and matters covered by a labor agreement.

Although some newspapers and other companies have adopted different names, "quality circles" remains the predominant name. There's even an International Association of Quality Circles, a Quality Circles Journal and a Quality Circle Institute that trains program coordinators.

NEWSPAPER PIONEERS. More than 100 of the quality circles at U.S. dailies are at nine newspapers owned by Knight-Ridder Inc., the group that brought the concept into the newspaper business. In 1981, its Detroit Free Press started it all by establishing 12 circles, now increased to 27.

"As we have matured, so have the types of projects," says Gary A. Kleinhenn, who once sold classified ads for the paper and now is its quality circles manager.

Some of the results at the Free Press include:

- At one group's urging, the newspaper installed 748 interior storm windows, resulting in energy savings estimated at $100,000 annually.
- Seven steps to increase safety and productivity were established at the recommendation of one circle in the pressroom.
- A circulation department circle put together a pamphlet for district managers to use in the orientation of new carriers.
- An advertising department circle prepared a booklet explaining the Detroit market for national advertisers.

With quality circles, "people (employees) are in the decision-making process and know top management is listening," Kleinhenn says. He reports a mix of open and tacit support from union leaders at the newspaper, adding that many union stewards participate in circles.

But from a national perspective, labor leaders are a lot less sanguine. Organized labor does not take "a 100 percent negative attitude" toward quality circles, but it does have some problems with them, says Murray Seeger, director of information for the AFL-CIO. He says circles have been used by some companies to undermine unions by developing alternative lines of communication that bypass the union structure. And, he says, there are examples outside of the newspaper industry where management has used circles "to nip union organizing efforts in the bud." On the other hand, he says that the United Auto Workers and Ford Motor Co. have worked together on circles that have been "very effective."

Effectiveness is a major reason why eight Knight-Ridder dailies have followed the Free Press' lead and established circles. Marge McCollum, corporate manager of training for the 28-member newspaper group, says "the quality-circle process works because people work." It's a matter of "people contributing their unique skills and talents," she says.

As Knight-Ridder's quality-circle manual states, "There is a growing awareness that the creative capacity of a newspaper's professional, technical and support people is an immeasurable resource and that using this human energy can pay rewards far beyond the time and effort needed to harness it."

KEYS TO SUCCESS. For a quality-circle program to succeed, McCollum and other experts say it must have a long-term management commitment and must be integrated into a company's goals.

In the same year the Detroit Free Press began its pioneer work in the field, another newspaper launched a quality-circle program but with different results.

John C. Ginn, president and publisher of the Anderson (S.C.) Independent-Mail, says he became aware of quality circles through general business literature and contracted with a consultant to get a program started.

Enthusiasm waned, and the program in Anderson faded away last year after reaching a peak of six circles. But Ginn says the program was not a failure, and he was not disappointed with it. It was "a good experience" and "made a contribution" to the newspaper, he says.

Richard A. Roberts, training and development manager at The Orlando Sentinel, says that what happened in Anderson is not unusual. A small group that meets regularly for a couple of years can reach the point of "What do we do next?" he says.

Indeed, quality circles went through an evolution in Orlando after they were instituted in mid-1982 as part of a broad-based productivity program. Their name has been changed to "employee involvement groups," and they meet on a "project need" basis rather than regularly.

"We got away from the structured concept," Roberts says. "The climate here has always involved employees in the decision-making process through such means as a suggestion system."

COORDINATING PROGRAMS. As indicated by the Orlando experience, quality circles have gone through a number of changes in the United States, Roberts says, adding that "they didn't work exactly as envisioned at smaller companies."

> *"People learn communication and problem-solving skills they can use in many areas of their lives."*

Even so, there is "still a lot of interest" in quality circles, says Geri Wilson, an assistant vice president at Hayes & Associates, a Winston-Salem, N.C., human resources training and consulting firm.

Hayes & Associates helped get a quality-circle program started at The Virginian-Pilot and The Ledger-Star of Norfolk in 1983. Sharon L. Plawin, quality teams coordinator at the newspapers, was trained by Hayes to be the "facilitator," or program coordinator.

The Norfolk papers started with three teams—two in advertising and one in technical services. The number has grown to 34 in all departments except the newsroom. The program has "opened up tremendous communications between departments," Plawin says.

As examples of ideas produced by the teams, Plawin notes that in the pressroom, where there are five teams, additional lighting was installed on the half deck of the press, and the machine shop welded a step on the press to make it easier to reach the angle bars. A team in the classified advertising department "did a lot of research" to select the best headset for telephone salespeople. Outside salespeople now carry pocket tape recorders to make notes, as suggested by another team.

"It takes time, and people get impatient," Plawin says, "but people learn communication and problem-solving skills they can use in many areas of their lives."

Other newspapers have used outside consultants to get their programs off the ground. McGovern of the Long Beach Press-Telegram was trained as a facilitator in 1984 by Sperry Information Systems in Princeton, N.J. There are four circles at the newspaper: "Phone Mates" (classified advertising), "Retail Action Faction" (retail advertising), "The Achievers" (circulation single-copy sales) and "Rubber Band Bandits" (circulation home delivery). Selecting names is one of the initial steps in the quality-circle technique of consensus decision making.

The names give "a sense of identity" to the groups, McGovern notes.

The Press-Telegram plans to add another circle soon. "We want to expand on a controlled basis so we can manage it," McGovern says, adding that the current four circles require from six to eight hours a week of his time. He believes a newspaper can operate with 10 or 12 circles without a full-time coordinator.

There is a full-time coordinator at the Philadelphia Inquirer and Daily News, where there are 33 circles, including a newsroom team of copy editors. Joseph B. Chandler, formerly transportation manager, was trained in 1983 by Organizational Dynamics Inc. of Burlington, Mass. Since the first teams met in 1984, "we've had steady growth," Chandler says, noting that 283 employees have participated as team members.

With growth and experience has come the emergence of a common language, Chandler says. Now, "Everyone understands what 'cause-and-effect analysis' means," he says.

The Tallahassee (Fla.) Democrat began its program in January of this year with three circles, including one in the sports department called "The Huddle" that produced an electronic stylebook. The other circles are in circulation home delivery and inside classified advertising. "We hope to start two more next year," says Doris S. Dunlap, director of employee and community relations, who acts as facilitator.

Tallahassee's program got under way five months after the one at the San Jose Mercury News, where five groups are convening from time to time.

Says Training Director Roberta (Bobbie) Gibbons, quality circles "tend to do housekeeping things first." For example, the newspaper's circle in retail advertising decided to tackle the problem of time wasted looking for forms and supplies. It presented a solution to management that involved construction of a new supply cabinet. The project was approved, and the new cabinet containing all needed forms not only saves time but has improved inventory control.

In Texas, quality circles were introduced at The Beaumont Enterprise earlier this year. Coordinator Mamie J. Meek, formerly assistant news editor, took a leave from the newsroom in January to investigate quality circles with the encouragement of Publisher George B. Irish.

Meek says she found a valuable resource in her own backyard—the John Gray Institute at Lamar University. A pilot circle proved successful, and the newspaper now has 11 circles with two more planned in the circulation and editorial departments. "The results to date have been phenomenal," says Irish.

"Quality circles are a wonderful way to introduce the concept of participation to newspaper people and getting them involved in the decisions that affect their jobs," says Meek. She reports that a proposal by the pressroom circle to improve lighting in the pressroom has been adopted. And a mailroom circle solved a mailing-list problem that yielded a considerable reduction in paper waste.

Although quality circles are set up within individual departments, their projects often overlap into other areas of the newspaper. Meek says she believes that quality circles "will tear down barriers between departments."

VARIOUS NAMES. The widespread acceptance of the concept of quality circles in places like Beaumont hasn't always applied to the name itself. Wilson of Hayes & Associates says she prefers "employee problem-solving teams" as a more descriptive term than "quality circles."

And like The Orlando Sentinel, the Contra Costa Times in Walnut Creek, Calif., labels its teams "employee involvement groups."

"More and more people want a say-so in their (work) environment," says Personnel Director Gail A. Cutler. The company is using a program developed by the American Productivity Center in Houston.

Also in California, the Los Angeles Times created what it calls "TEAMS"—an acronym for Times Employee Action Means Success. William E. Sperry, manager of employee participation programs, says he was "uncomfortable" with the term "quality circles."

The Times' first teams were started a year ago in the production area, and there are now 25 of them in all departments but news and sales.

Sperry, who received his training at the Quality Circle Institute in Red Bluff, Calif., says the newspaper is "looking at $400,000 in first-year savings" resulting from the program. For example, a recently completed project that involved a change in the conveyor belts that bring rolls of newsprint into the warehouse reduced damage, saving an estimated $50,000 a year in newsprint outlays. "It cost $600 to implement with a four-day return on investment," Sperry reports.

At the Times, there are from eight to 10 employees on a team, Sperry says. "We found that large groups of 18 to 20 did not work," he says, because all of the team members did not get to participate. "We've seen a personal growth in employees," he says, and there is "no problem in getting volunteers."

Regardless of differences over terminology, the quality-circle concept has a bright future, specialists in the field say.

The International Association of Quality Circles—which itself is considering a possible name change—reports steady growth in membership. Founded in 1977 with 100 companies, there are now about 4,000 member companies, according to Ned Hamson, editor of the organization's Quality Circles Journal.

Hamson says there are 300,000 circles in the United States involving 2.4 million people. The Cincinnati-based association also represents firms in 36 foreign countries, where membership "is growing by leaps and bounds," he says. □

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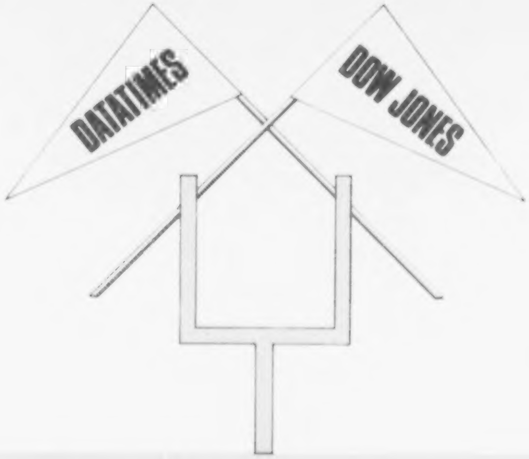

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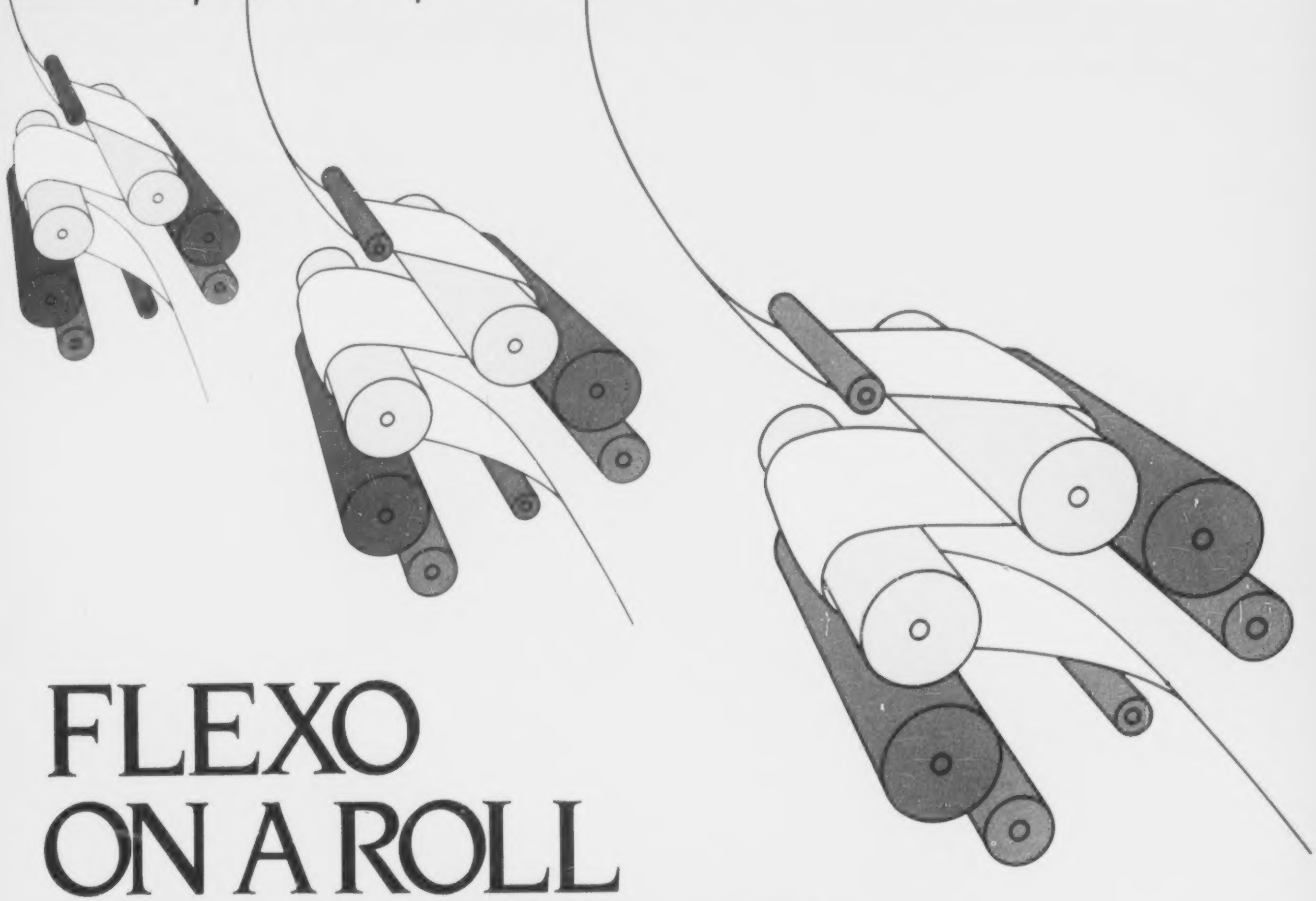


FLEXO ON A ROLL AT NEWSPAPERS

Skepticism is giving way to acceptance, as flexography proves itself in newspaper pressrooms. Executives no longer question if it will claim a share of the newspaper press market, but how much.

BY ROSALIND C. TRUITT
presstime technical writer

Survival of the fittest.

While observing wildlife on the west coast of Africa in the mid-19th century, naturalist Charles Darwin formulated his theory of evolution, arguing, among other things, that only the strongest and most capable win the struggle for existence.

Today, newspaper production experts draw similar parallels when discussing the competition between three printing processes: offset, flexography and letterpress.

Which printing process is fittest as 1986 comes to an end and the 1990s approach? Not long ago, the answer to that question was fairly simple.

By the early 1960s, newspapers had concluded that letterpress printing was going the way of the dinosaur, and a search for an alternative began. Such headlines as "Nation's Weekly, Daily Newspapers Continue Rush to Offset" became commonplace, and a monolithic shift toward offset printing seemed certain.

Offset, which offers high-quality reproduction, continues to dominate the market among daily and weekly newspapers in the United States and Canada. And as recently as a year and a half ago, debate still raged over whether newspaper flexography, or "flexo," would even work.

Now, flexo has proved itself, and the debate centers around how large a share of the newspaper printing-press market it will claim in years to come.

The consensus is that newspapers currently printing offset are unlikely to switch to flexo any time in the near future because, as a rule, offset presses are no more than 10 or 15 years old and remain quite servicable.

However, according to ANPA data, more than 300 daily newspapers in the United States and Canada still use letterpress units to print an estimated 35 percent of daily circulation in the two countries. They represent a potentially lucrative market for press manufacturers.

Michael H. Bruno, a graphic arts consultant, notes in a report titled "Status of Printing in the USA—1986" that 16 percent of *all* types of printing is now being done flexographically, and he predicts the figure will increase to 18 percent in 1990 and to 21 percent by 1995.

Most experts predict that in newspaper publishing, flexo will steadily gain market share but will not—at least in the foreseeable future—eliminate offset. They see a coexistence developing, and a peaceful one at that because many of the same companies that manufacture offset presses are expanding into flexo. Nine companies either manufacture or plan to manufacture flexo presses, and four companies convert letterpress units to flexography.

"Flexo's about to explode," says George Cashau, ANPA director/technical research. "There's no doubt it's come of age, and a great many newspapers are on the verge of either purchasing it outright or testing. It won't be until the 1990s that you see widespread use, but it's coming." Although no North American newspaper currently is relying on flexo for all of its printing, usage is increasing steadily. Since 1981, the number using flexo has gone from one to six, and at least five others have either bought flexo presses or agreed to begin testing them in the next 12 to 18 months.

"A lot of people out there placed press decisions on hold because they were hoping there would be a better alternative to offset," says Jerry S. DeHimer, director of operations for The Journal and The Bulletin in Providence. Those papers have been printing flexographically since 1981—longer than any other North American newspapers. ~~And~~ DeHimer says, "We now know flexo offers that alternative."

It is difficult to ascertain how many newspapers have actually delayed press purchases to await flexo test results in Providence and elsewhere, but press manufacturers and newspaper executives alike speculate that hundreds of millions of dollars of letterpress presses will need to be replaced or modernized in the not-too-distant future.

Knight-Ridder Inc., for example, has more than 300 letterpress units printing every day in its newspaper plants around the country, and Scripps Howard newspapers have more than 100. The Miami Herald and The Press-Telegram in Long Beach, Calif., both owned by Knight-Ridder, have been testing flexography for several years; testing will begin at the end of this month at Scripps Howard's Knoxville (Tenn.) News-Sentinel and at The Knoxville Journal, which is independently owned.

Test results will guide Knight-Ridder and Scripps Howard in deciding whether other newspapers they own will adopt flexo. Both groups are leaning in that direction company executives say.

"Most newspapers did not want to be the first developer of flexo printing but wanted someone else to do the development work," observes John Pascarella, sales manager for M.A.N.-Roland (USA) Inc. "If it was successful, they planned to come in at a later date. Now the development work has progressed to the point where newspapers must consider it."

Robert Mrak, vice president of newspaper flexo for the U.S. subsidiary of the Italian press manufacturer Cerutti Inc., says there is "absolutely no question that flexo has arrived and that interest will continue to snowball." He says the sales contacts he makes at newspapers indicate nearly everyone in the business now believes it is just a matter of time before flexography becomes at least as popular as offset.

With some newspapers it already is. "We feel flexo has arrived. It's gone beyond the research-and-development stage," says Boykin S. Wright, vice president/production for The Miami Herald. "That's not to say we won't continue to see developments in flexo, just as we continue to see developments in offset, but flexo is a viable printing process right now."

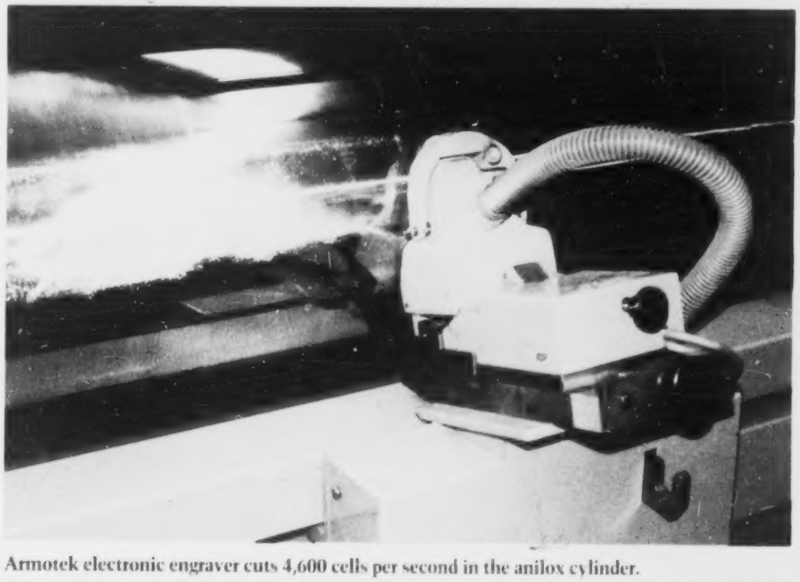
THE ATTRACTION. Flexography, the longtime workhorse of the packaging industry, has drawn this kind of attention from newspapers because testing to date has proved that flexographic presses are simpler to operate, cheaper to run and cleaner to use because they print with water-based inks.

Early on, proponents of newspaper flexo argued that the presses would be lighter weight and cheaper to make—in stark contrast to the hulking, energy-gobbling monsters that presses had become by the mid-1970s. At least part of their speculation has been borne out.

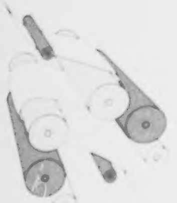
Although they are indeed lighter, new flexo presses cost about as much as new offset presses—in the neighborhood of $1 million per unit. One reason is that the folders, reel stands and other components that have nothing to do with the actual printing are the same for both processes.

But flexographic presses do offer savings in terms of reductions in newsprint waste, electricity consumption and staffing requirements. Overall, they are also cheaper to maintain.

In the past year or so, improvements in ink and plates and



Armotek electronic engraver cuts 4,600 cells per second in the anilox cylinder.



increased expertise in the use of the process have encouraged some newspapers to order flexo presses without first testing them in their plants.

Two California dailies, The Monterey Peninsula Herald and The Modesto Bee, this year became the first to do so when they placed the initial orders for the new Goss flexographic press.

Newspaper executives and press manufacturers alike say the current enthusiasm for newspaper flexography can be attributed to the fact that newspapers like The Miami Herald, The Journal and The Bulletin of Providence, and The Washington Post are publishing newspapers with flexographically printed pages every day.

The Providence papers and the Post, in particular, have received considerable interest.

The pioneering work in Providence demonstrated that flexography can print black-and-white pages in a daily newspaper production environment. Starting in January, The Journal (morning, circulation 88,607) and The Bulletin (evening, 119,310) will install the first of 18 units of a new Windmoeller & Hoelscher and Koenig & Bauer flexo press that will print process color. When that Journalflex press is up and running, the Providence dailies will become the first newspapers in North America to be printed entirely on flexo units.

Flexo has sometimes demonstrated drawbacks that include plate plugging, inks drying too fast or not quickly enough and plates that are more costly.

The field of vendors

The nine companies that manufacture or plan to manufacture new flexographic presses for newspapers in North America are:

Graphic Systems Division (Goss)
Rockwell International
3100 S. Central Ave.
Chicago, Ill. 60650

Koenig & Bauer/Egenolf
604 E. Le Grande Ave.
Indianpolis, Ind. 46203

M.A.N.-Roland (USA) Inc.
333 Cedar Ave.
Middlesex, N.J. 08846

M.L.P. (Mitsubishi Lithographic Presses) North America
Newspaper Press Division
85 W. Algonquin Road, Suite 500
Arlington Heights, Ill. 60005

Motter Printing Press Co.
Newspaper Flexo Division
P.O. Box 1562
York, Pa. 17405

North American Cerutti Corp.
211 R.I.D.C. Park West Drive
Pittsburgh, Pa. 15275

Publishers Equipment Corp.
3230 Commander Drive
Carrollton, Texas 75006

Taft Equipment Sales Corp.
U.S. representative for Tokyo Kikai Seisakusho (TKS)
570 Oakwood Road
Lake Zurich, Ill. 60047

Windmoeller & Hoelscher Corp.
Flexo Newspaper Press Group
23 New England Way
Lincoln, R.I. 02865

The following companies provide "slip-in" flexographic units for existing press superstructures or perform anilox conversions of letterpress presses:

Crabtree Vickers (Canada) Ltd.
70 Gibson Drive
Markham, Ontario L3R 4C2
Canada

Flex-O-Line Inc.
Newspaper Press Conversions Division
5325 N.E. Skyport Way
Portland, Ore. 97218

K&F Manufacturing Co. Inc.
P.O. Box 340
Granger, Ind. 46530

Paper Converting Machine Co.
2300 S. Ashland Ave.
Green Bay, Wis. 54304-5213.

In that regard, the New World is a bit behind the Old. In April 1985, Il Gazzettino, a daily in Venice, Italy, became the world's first all-flexo newspaper. Since then, four other Italian newspapers have followed suit. (See story, p. 43.)

At The Washington Post, attention has centered on the agreement the newspaper has with the Graphic Systems Division of Rockwell International (Goss) to test an eight-unit Goss letterpress press converted to flexo and to provide detailed financial information about the cost of running it in comparison to the newspaper's offset presses.

When Thomas Might, the newspaper's vice president/production, offered the first detailed comparison of flexo and offset costs at a workshop session during last summer's ANPA trade show in Atlanta, there was a virtual stampede to the front of the packed meeting room to pick up copies. Comparing such costs as labor, materials, newsprint waste and electricity, Might's figures showed it was $14.24 cheaper per ton of newsprint used to print flexographically than offset (**presstime**, July 1986, p. 44).

FLEXO DEFINED. For a new kid on the newspaper block, flexography has been around for a long time.

Two years ago, Might put it this way: "We are not inventing a new printing process, we are stealing it. Not only that, we are stealing a process where technical evolution seems endlessly and rapidly improving reproduction quality as it grows."

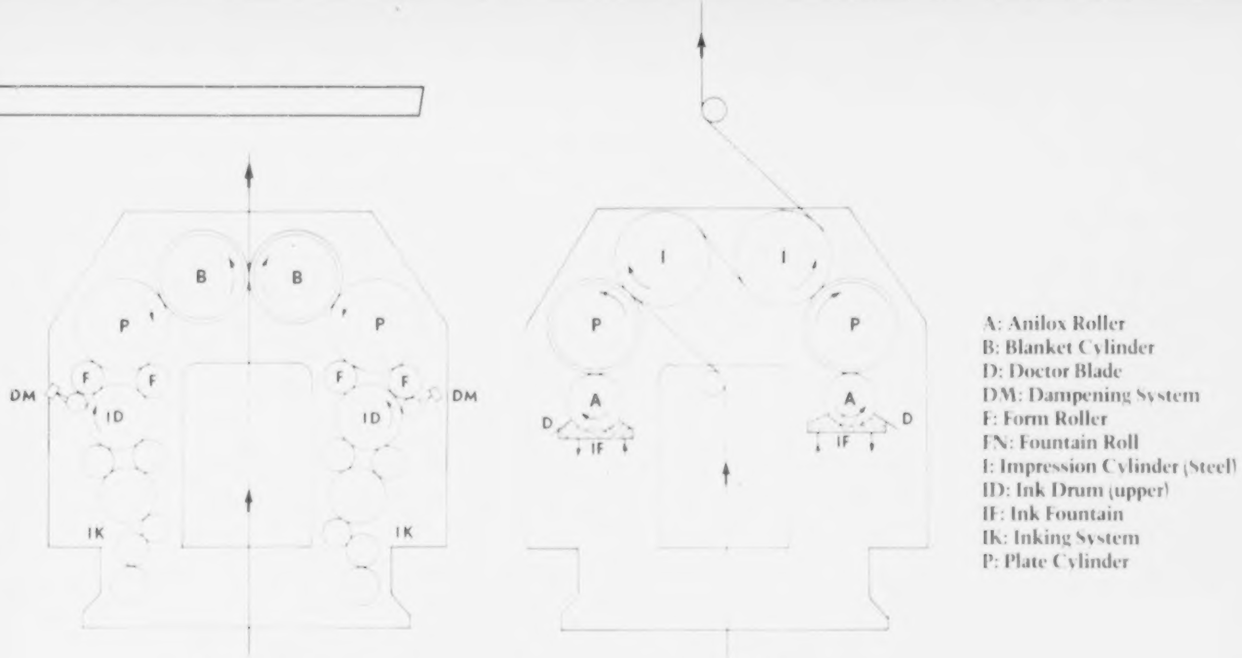
Indeed, though testing of flexography for newspapers began this decade, the process has been popular with the commercial packaging industry for more than 60 years.

Flexographic presses offer versatility because they can print on a variety of materials—from foils, plastics and papers to boards and films—and on webs as narrow as an inch and as wide as six feet. The box of disposable diapers showing a sweet-faced infant, the wrapper around whole-wheat bread and the shopping bag featuring a splashy department-store logo more than likely were printed flexographically.

Flexography, simply defined, is a direct-relief printing process that uses photopolymer plastic plates on web presses. The flexibility of the plates, which can be wrapped around a cylinder, give the process its name.

The process involves far fewer components than does offset printing. (See illustration, facing page.) Flexo uses a so-called "anilox" roller, a plate cylinder, an impression cylinder and a "doctor blade." The anilox roller is engraved mechanically, electronically or with lasers to produce thousands of microscopic cells of various shapes, sizes and depths.

The roller is fed ink from a trough, and the cells on the roller transfer ink to the plate. The doctor blade in the trough scrapes excess ink from the roller that contacts the plate. The shallow relief plate is buffered by a foam cushion.



OFFSET

FLEXO

Although letterpress is also direct-relief printing, flexo's shallow relief plates and the cushioning produce a "light kiss" printing impression that yields sharper images than letterpress.

Yet unlike offset, which can be used with extremely fine screens in excess of 85 lines per inch, flexo performs best in the 65-to-85-line screen range and does not reproduce well on coated stocks such as one might find in a news magazine. Newsprint, which is coarser, poses no problem.

There is a distinction between true flexography, such as has been tested in Providence, Miami, Long Beach and other locations, and modified flexo, which involves the installation of an anilox inking system but few other alterations on a letterpress press. In true flexo, the printing plate is inked directly by the anilox roller. In a modified version of flexo, the anilox roller supplies ink to two form rollers, which in turn ink the printing plate. True flexo can be either a completely new press or a new flexo unit that is "slipped into" an existing superstructure, including folder and reel stand. In modified flexo, the inking system alone is changed. An important feature of the anilox system is that it is "keyless", that is, it has no keys that must be manually adjusted during a press run to keep densities in the proper range [presstime, Nov. 1986, p. 60].

PROS AND CONS. Flexography's supporters cite a number of its advantages over conventional letterpress and offset, namely:

- Reduction of newsprint waste
- Little or no ink mist in the pressroom
- Use of water-based inks that produce cleaner impressions with no rub-off on readers' hands
- Less "show through" from the opposite side of the page, which allows use of a lighter weight paper
- Keyless inking
- Improved ink mileage
- Reduction in press maintenance and manning
- Consistent printing throughout the press run
- Sharp printing dots. Examine a flexographically printed newspaper page and letterpress page, and the difference is noticeable. On the flexo page, halftones are sharper and columns of type stand out more clearly.

Even with those advantages, though, flexo's staunchest supporters admit that flexo print quality, while superior to letterpress, doesn't approach offset quality. Yet,

"You have to balance a number of things, and there are both advantages and disadvantages," says John R. Rodney, production director of the Portland (Maine) Press-Herald and the Evening Express, which will begin testing a Motter Printing Press Co. flexo unit with a color hump in February. The tests will determine whether flexo or offset will replace the Portland papers' Hoe letterpress presses. "Is the lack of rub-off more important than having the capability to run a 100-line screen?" he asks, citing one of the tradeoffs.

Of all of flexo's documented advantages, the two mentioned most often are the reduction of newsprint waste and the elimination of rub-off thanks to the use of water-based inks.

In offset printing, a delicate balance of water and ink must be achieved, which often means hundreds of unacceptable copies are printed before salable quality is achieved. Keyless inking eliminates the need for human tinkering and also makes the printing uniform from one press line to another. DeHimer of Providence says he never seriously considered offset for his newspapers, arguing that it is "a chemical process, not really a printing process. I would need chemists, not printers, to operate it."

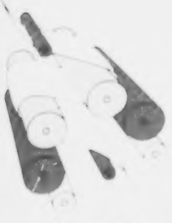
The principal advantage to water-based inks is that readers don't get smudged with ink. That's because the ink dries quickly. Oil-based inks never dry completely.

Two newspapers, the Fort Lauderdale News and the Sun-Sentinel, have actually designed a little logo that is printed on the front page of sections to indicate they have been printed flexographically and won't soil readers' clothes or blacken their hands. The papers, which also use offset and letterpress presses, have not said whether they plan to expand their flexo commitment.

Other advantages of water-based inks have to do with brightness and disposal. Such inks do not give a gray cast to the printed page, as oil-based inks often do because oil particles are attracted to newsprint fibers. The result is that flexo produces a "whiter" page. The oil content of traditional printing inks also is causing some waste-disposal problems for newspapers [presstime, Oct. 1986, p. 6].

On the negative side, flexo has sometimes demonstrated drawbacks that include plate plugging, inks drying too fast or not quickly enough, slippage of the cushioning beneath the plates, and plates that are more costly yet inferior to offset plates in terms of quality.

Generally, observers say flexographic presses for newspapers have evolved more quickly than have ink and plates. However, research in those areas seems to be resolving many of the



problems. Some of the newspapers that recently ordered flexo presses did so in the belief that plate and other technology will be much improved by the time the presses are up and running a year and a half to two years hence.

SLOW TO EVOLVE. If flexo's advantages outweigh its disadvantages, why did it take so long to adapt it for newspaper publishing?

William D. Rinehart, ANPA vice president/technical, says the slow evolution can be traced to the different demands of newspaper and package printing. Flexo printing for the packaging industry involved printing at slower speeds than newspaper printing, continual stopping and starting of the presses, and the simpler demands of printing on just one side of the web.

The biggest stumbling block, however, was that the flexo plates orignally used for commercial printing took several hours to prepare for the press. Hardly feasible for newspapers. Once the lighter weight, more easily produced plastic plates were developed in the mid-1960s for letterpress use, the idea of flexography for newspapers began to take hold.

ANPA was first to explore the possibility that flexography could work for newspapers, and economic factors were the motivation, Rinehart says. As far back as 1975, the Association's Board of Directors voiced concern over rapidly rising prices for newspaper presses. This led to the development of the ANPAPRESS®, a modified flexographic unit featuring anilox inking. It was first demonstrated to press manufacturers in September 1977. When the manufacturers showed little interest and in fact virtually scoffed at the idea, Rinehart says, ANPA decided to go to a field test. In May 1978, an anilox inking system was retrofitted to a single-width Goss letterpress press at The Gloucester County Times in Woodbury, N.J. It performed well.

When manufacturer interest still was not forthcoming by 1979, the Board established a Special Press Design Committee to see that the new inking system would be developed for widespread newspaper use.

Subsequently, the first double-width ANPAPRESS was tested at the Boston Herald American (now The Boston Herald) in 1979. The prototype unit used an anilox inking system but also employed what researchers termed a "unique cylinder arrangement and drive assembly as well as hollow cylinders to reduce size, weight, power consumption and noise levels effectively."

Several press manufacturers say that research and development costs have been $30 million to $40 million —money they believe is well-spent.

In the early days of their testing, ANPA technical researchers used oil-based inks for anilox systems. They later switched to water-based inks because of the print quality they offered, particularly for colors, and because they were environmentally appealing.

As flexographic-style printing became more and more promising for newspapers, interest among press manufacturers mounted. ANPA received a patent for the ANPAPRESS, and licenses were issued for a nominal fee to manufacturers. They were encouraged to develop and improve upon the original design.

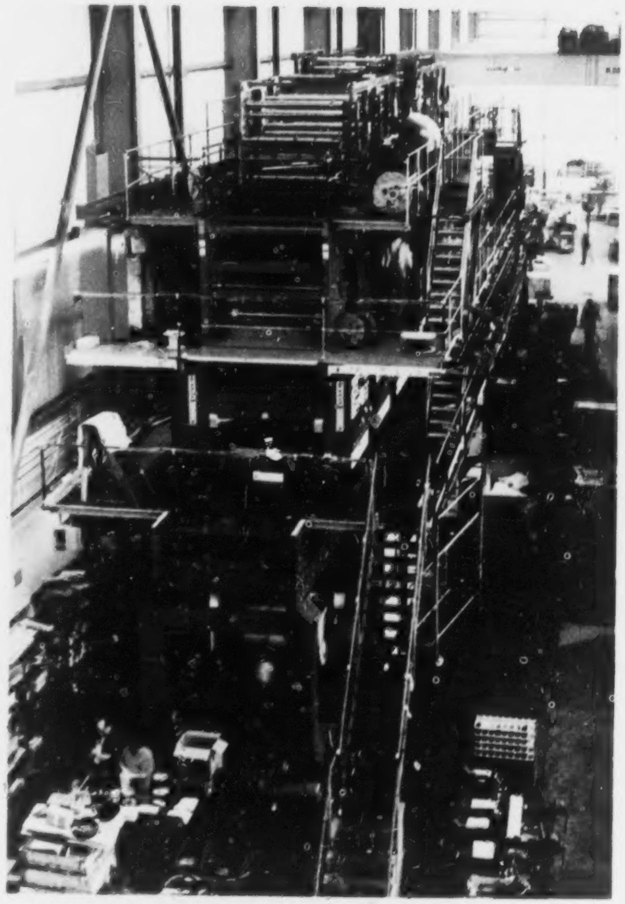
Tokyo Kikai Seisakusho received the first license, and in 1980, TKS introduced its version of the modified flexo press at The Quad-City Times in Davenport, Iowa.

Eventually, 18 other manufacturers received licenses. But well into the 1980s, some of them continued to disparage the notion that flexographic printing would make major inroads at newspapers. "I know that people were excited when Goss put their name on a flexo press (last summmer), but they're really latecomers," says James C. Leatham, director of marketing for Motter. "But we've been pioneers in proving to the newspaper industry that flexo works, and we've spent the past five years doing just that. We were committed to flexo long before it became popular with newspapers . . . and we've learned a lot along the way."

PASSING THE TEST. As the adaption of flexography to newspapers has unfolded, the focus has been on testing by newspapers and press manufacturers. Several press manufacturers say that research and development costs have been in the range of $30 million to $40 million—money they believe is well-spent.

At Motter, where extensive flexo testing of ink, newsprint and plates is done at the company's York, Pa., plant, Special Projects Manager Warren Weaver comments: "It's tough going into newspapers with a product you're not sure will succeed or fail. If you fail too often, the newspapers may not want to see you again. By testing the various components in a non-production environment first, manufacturers can feel more confident when they approach the newspapers. We change only one parameter—that is, ink, paper or plates—at a time, so we can determine which interact most effectively."

Erwin Jaffe (third from left), then director of the ANPA Research Center, demonstrates ANPAPRESS to manufacturer representatives in September 1977.



Windmoeller & Hoelscher and Koenig & Bauer erect new flexo press for the Providence Journal-Bulletin in K&B's Würzburg, West Germany, plant.

ANPA will soon begin its own flexo tests of inks, newsprint and plates at The Newspaper Center in Reston, Va., when the Technical Research Department starts using a TKS letterpress that has been converted to flexography [presstime, Oct. 1986, p. 61].

Several of the newspaper pioneers, however, are no longer in the flexo field. The Daily News of New York City, the Atlanta Journal and Constitution, the Sarasota (Fla.) Herald Tribune, and The Tennessean and the Nashville Banner all tested flexo and either decided to stick with their old presses or to purchase offset when the time came to buy. Basically, they felt the technology was not ready for daily newspaper production.

One manufacturer also dropped out of the picture—Koppers Inc., which made the flexo press that was tested at the Daily News in New York. Its 1985 withdrawal resulted from the company's assessment that the market was not ready for flexo.

The earliest field testing of newspaper flexo took place in Providence, where DeHimer says he began thinking about the technology's possible application for newspapers some 10 years ago—about the same time ANPA was beginning its flirtation with anilox inking.

After Motter demonstrated a flexographic press at the annual ANPA trade show in 1981, it was shipped to Providence for the tests. In the five years since then, numerous representatives from other newspapers and from newsprint, ink and plate companies have made the pilgrimage to Providence to see for themselves the work being done there. "I wish in the beginning I had decided to charge $1 a tour," DeHimer jokes. "The money would pay for a very nice vacation."

Pressroom Superintendent Thomas J. Pendergast has kept a journal since the tests began. The book contains newspaper clippings from various press runs plus notations on everything from plate thicknesses and ink densities to the procedure for cushioning the plate and the number of copies that were printed.

It documents such early problems as plate plugging and swelling, second impression set-off [when wet ink on the web makes an impression on the next plate it contacts] as well as successful efforts where ink densities of 1.05 percent were achieved without any rub-off. "We've done an awful lot of testing here. It's been more like a lab, really," Pendergast says.

After testing the Motter unit for about a year, the Providence papers added a prototype unit from Windmoeller & Hoelscher Corp.'s Flexo Newspaper Group. Currently, two W&H flexo units print about half the pages of The Journal and The Bulletin, which average 64 pages per edition, at speeds of about 60,000 newspapers per hour.

In Providence, the flexo units stand in sharp contrast to the letterpress press. The flexo units have a few light smudges of ink here and there, but the oily, black ink used in the letterpress operation coats the letterpress press and leaves a slick film on the floor.

Cleaning up the flexo press units is easy, Pendergast points out, as his pressmen use plain water, not a chemical solvent, to flush out the rollers and doctor blades. Waste water is stored in a tank on the floor below the pressroom and used to mix with the water-based ink in the next press run.

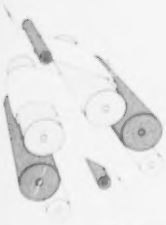
VIVID COLOR. The success of the Providence tests of black-and-white printing led the newspapers to order 18 new units of Windmoeller & Hoelscher flexo. Installation should be completed by March 1988.

When the newspapers are completely flexo, Providence will use process color extensively. The newspapers began limited four-color testing several months ago, and DeHimer reports, "The color leaps off the page at you."

The most extensive U.S. test thus far of flexo color has been at the Fort Lauderdale News and Sun-Sentinel. Jim Robinson, vice president and production director, says the two papers have experimented successfully with four Windmoeller & Hoelscher flexo units, a four-color half deck and two single-color units. About 1.3-million copies of the News and the Sun-Sentinel are printed flexographically each week.

The Fort Lauderdale newspapers began producing sharp, consistent process color nearly a year ago Robinson says. "We've made a number of improvements in color and also in the printing of black halftones since we started." He adds, however, that "there's still work to be done in the area of black ink chemistry in reducing plugging. That hasn't been solved to our satisfaction yet."

"We are confident that as more people get involved in flexo, more experimentation will take place with ink, plates and other elements, and a resolution will be found," Robinson says. His papers have been working closely with NAPP Systems (USA) Inc. and with Hercules Inc. to test new plates. They also use plates from W. R. Grace. & Co. In addition to the four flexo units, the Fort Lauderdale dailies have 14 letterpress units and 14 offset units.



In nearby Miami, Wright of the Herald also reports high-quality color reproduction with flexo. The Herald is using seven flexo units and four color half decks. However, with a total of 102 letterpress and offset units, flexo is producing a small percentage of the total output. Primarily the front and back pages are printed flexo because they are the ones readers see and touch first.

"The key to flexo is the brightness of the water-based inks," Wright says. "The color just bangs off the sheet. It prints very crisply and looks very dramatic. We had a little trouble with black inks. They had a tendency to run on the gray side, but a change in ink viscosity took care of that."

As was the case with all flexo pioneers, the Herald experienced some early problems with inks drying too quickly or sticking on the plates. "The ink companies have made tremendous strides since that time, he says.

Miami uses new M.A.N.-Roland units that were slipped into existing superstructures, including the folder and reel stand.

Rather than utilizing slip-in units, The Washington Post had a Goss letterpress press completely reengineered. The Paper Converting Machine Co. manufactured the inking system for the Goss flexo prototype that is being tested in an operation that also uses three 10-unit offset presses and 100 letterpress units.

Reports Vice President/Production Might: "We have generally been happy with the (flexo) process. You make little improvements, little refinements along the way. I don't think anyone would consider flexo a risk any more. We get the newspaper printed and out the door, but I don't know if I would say it's out of research and development yet. I think *offset* is still in R-and-D." Problems with press drives and clutches have been resolved, he says, as have some early registration problems.

Journal-Bulletin's Pendergast (left) and electrician Pete Mederios check ink flow valve on flexo unit in Providence pressroom.

> *"The key to flexo is the brightness of the water-based inks. The color just bangs off the sheet. It prints very crisply and looks very dramatic."*

DECISIONS, DECISIONS. For every newspaper that has decided in the past two years to go for flexo, many other papers remain undecided.

In Portland, Maine, for instance, Production Director Rodney says he is awaiting the results of tests to be conducted there beginning early next year. Previously, Rodney worked with ANPAPRESS technology at The Express of Easton, Pa., so he has witnessed newsprint waste reduction and other anilox benefits first-hand. But Rodney says he won't make a recommendation to Portland management until he sees how the Motter flexo unit there performs. A decision on what kind of press to buy is expected by next fall, and the new units would be installed by the end of 1989. Rodney says the testing may well lead to a selection of offset instead of flexo.

For those who remain on the fence, the recent recognition of flexo by the giant Goss company is one more factor to consider in assessing flexo's future in newspapering. Goss's participation in the flexo tests at The Washington Post surprised some observers, as did the company's announcement earlier this year that it would manufacture a flexo press.

As the largest press manufacturer in the world, Goss is so powerful and had seemed so reluctant to adopt the concept for newspapers that its testing and the subsequent product line expansion were widely viewed as the printing industry's final imprimatur for newspaper flexography.

"You have to give Goss credit for their marketing strategy," says Wright of The Miami Herald. "They convinced the newspaper industry that offset was the ticket. They virtually owned the offset market, and the last thing they wanted was for flexo to develop."

Not so, says Lester A. Kraft, Goss vice president and general manager. "We are not married to any one process. We don't necessarily want to be the first. We want to be the best. We want to produce the best printing process for our customers." Kraft says that he does not foresee a time when flexo will surpass offset in sheer numbers, adding that he believes flexo is still in the experimental stages and needs the challenge of more extensive daily newspaper production.

When Goss announced it would market a flexo press, Kraft said: "With the flexo press, the industry has a 'win, win' option—flexo or offset. The choice no longer hinges on the viability of a flexographic press design. It is now solely a matter of individual requirements and preferences."

Kraft's view is seconded by A.J. Schipke, director of sales and marketing for the flexo operations at Windmoeller & Hoelscher. "Flexo will not replace offset, and I expect both processes will undergo further advancements," he says. "I do not see that flexo will diminish the R-and-D efforts in offset. Rather it will probably result in more R-and-D dollars being spent in the research of anilox offset."

In fact, that seems to be the prevailing expectation: Flexography will continue to increase its share of the newspaper market, but the demand for offset will continue as improvements are made to that process. In a Darwinian sense, both species will survive.

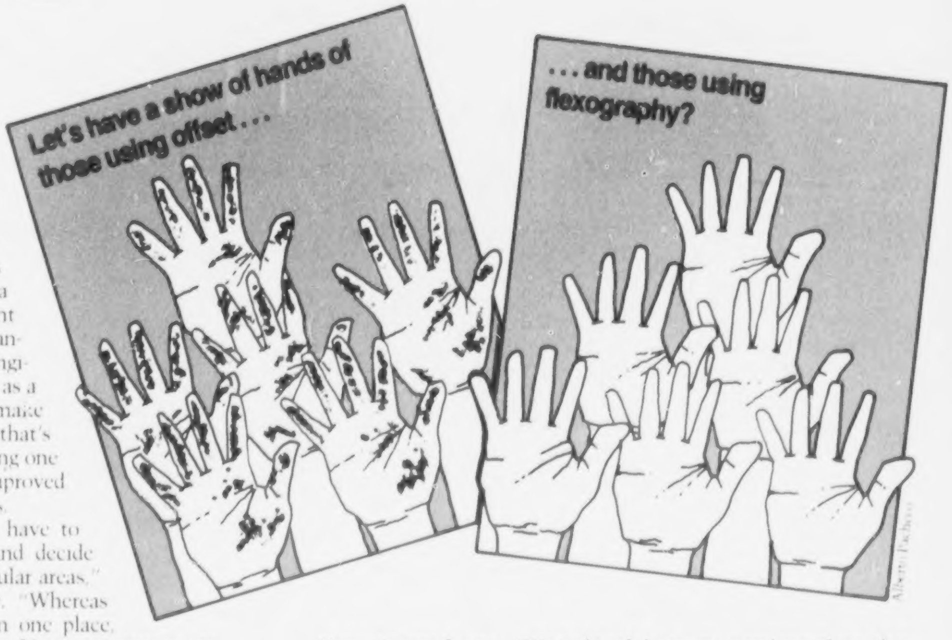
Growth is also expected in the business of converting letterpress presses to flexography. Neal Eaton, a spokesman for Publishers Equipment Corp., one of the companies that handles such conversions, says a re-engineered press may cost half as much as a new flexo press. It would not make much sense to convert a letterpress that's absolutely worn out, but modernizing one in fairly good condition offers improved print quality at great savings, he says.

"I think newspaper executives have to evaluate their own marketplace and decide what they need in their own particular areas," says Robinson of Fort Lauderdale. "Whereas offset might serve your purpose in one place, flexo might be better somewhere else. No two situations are alike, and decisions must be based on the needs of an individual area."

Among the newspaper organizations planning to test flexo before deciding which way to go are the Knoxville dailies and the San Francisco Newspaper Agency.

In Knoxville, Joe Horner, assistant general manager for the News-Sentinel, says: "We feel with letterpress and our plates that we do as good a job of quality printing as anyone else with letterpress, but we know it doesn't approach the quality of offset. We want to see what flexo can do for us."

At the News-Sentinel's parent company, Scripps Howard, National Production Manager Ralph Eary says only half-jokingly "I'd like to see the whole world go flexo. It doesn't get a mess all


Let's have a show of hands of those using offset . . .
. . . and those using flexography?

Alberto Pacheco

Italian newspapers take the flexo lead in Europe

While the number of newspapers testing flexography steadily increases in North America, interest has been slower to catch hold in most of Europe and the rest of the world.

A notable exception is Italy, where eight newspapers are using new Cerutti flexo presses. The first newspaper in the world to go completely flexo was Il Gazzettino in Venice. Lorenzo Jorio, managing director, says 1.2 million copies of the newspaper are printed flexographically each week.

"We are very satisfied by our choice to change from letterpress to flexo as we now have a more productive printing facility and improved printed newspaper," says Jorio, adding that he expects to see further improvements in printing quality.

Four other Italian dailies have joined Il Gazzettino in the all-flexo orbit: Il Tierreno in Livorno, La Republica in Milan, and IPSOA of Rome and Milan.

In addition, three other Italian newspapers print with flexo in conjunction with other printing processes. They are Il Mattino of Padua, Giornale Di Sicilia of Palermo and La Republica of Bari.

Observers say flexography has gained a toehold in Italy because Cerutti, which is located in Casale, did a good job of selling the merits of the printing process and also convinced the newspapers there that exchange rates and other factors made buying from an Italian firm attractive.

Not everyone in Europe is convinced flexo is the best course to take at this time, however. A.J. Schipke, director of sales and marketing for the Flexo Newspaper Press Group of Windmoeller & Hoelscher Corp., a West German company, says there is still a great deal of support for offset.

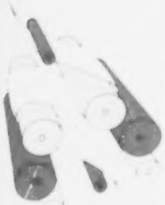
"Europeans have spent a considerable amount of time and money developing their offset market," he points out. "Offset press designs and methods of operation differ greatly for the shorter-run, high-quality European market. What they see from flexo right now is an intriguing process that falls short of their quality demands."

W&H has teamed up with another West German company, Koenig & Bauer, to sell flexo presses to the Guardian of London and the London Daily Mail, as well as to two newspapers in West Germany and one in the Netherlands. Many European newspapers are monitoring developments there, much as North American newspapers have tracked the progress of flexo testing at papers like The Journal and The Bulletin in Providence.

Modified flexo also has taken on an international flavor, as newspapers in Australia, Switzerland, the Netherlands and Japan are currently printing on letterpress presses equipped with anilox inking systems.

One such newspaper is Yomiuri Shimbun of Tokyo—the world's largest circulation daily newspaper, selling about 13.6 million copies a day. It has been using a modified version of the ANPAPRESS constructed by the Japanese press firm, TKS, since 1981. All of the newspapers' 81 presses were converted to anilox over a five-year period that ended this year.

Anilox inking and flexo have yet to conquer the world, but their presence is being felt. *—Rosalind C. Truitt*



over you when you read the newspaper, and it answers the ecology question. Flexo has a lot of things going for it. We just don't have the (ideal) plate yet."

In San Francisco, Lawrence L. Ingram, vice president and production director of the agency that prints the San Francisco Chronicle and San Francisco Examiner, says the letterpress presses there "should have been replaced a long time ago."

"My personal opinion is that flexo has already proven itself as a way to print newspapers, he says. "We want some experience with it, testing it in a production environment before we evaluate whether it's right for us and make a final decision."

But for every newspaper that has made some kind of commitment to flexo, dozens more remain undecided.

An example is The Wichita (Kan.) Eagle-Beacon. But Production Director Jack Breen says he doesn't regard flexo as an experiment any longer, and he indicates the Eagle-Beacon is leaning toward choosing flexo over offset as a successor to its aging letterpress presses.

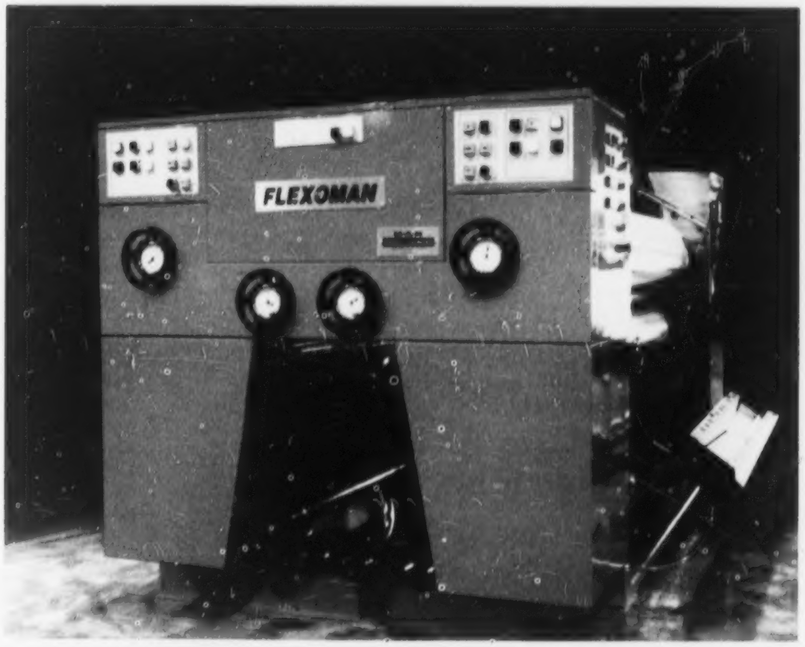
"The proof is in the pudding," Breen comments. "They're getting the newspaper out every day in Miami and Long Beach and other places. I believe the process has proven itself. I know there are still bugs to be worked out, but that's even true of letterpress—and look how long it's been around. You can't sit around waiting for every little thing to be perfect. Somebody has to try it. Every day that goes by, more and more experience is gained, and the process gets better."

Testing and Use of Flexographic Printing by U.S. Newspapers

Newspaper	Equipment used	Flexo or Modified Flexo	No. of Units	Start-up	Color	Result
Gloucester County Times, Woodbury, N.J.	Goss letterpress	Modified	1	1978	No	Still testing
Boston Herald	Hoe letterpress[1]	Modified	1	1979	No	Test ended (1983)
Express, Easton, Pa.	Scott letterpress[1]	Modified	6	1981	No	Daily production
Sarasota (Fla.) Herald-Tribune	Faustel	Flexo	1	1981	Yes	Bought offset (1982)
Journal-Bulletin, Providence	Motter, Windmoeller & Hoelscher and Koenig & Bauer	Flexo	3	1981	No	Bought flexo (1984)
Tennessean and Nashville Banner	Flexo-O-Line	Flexo	1	1981	No	Test ended (1982)
Pittsburgh Press	Hoe letterpress[1]	Modified	1	1981	No	Still testing
Quad-City Times, Davenport, Iowa	TKS	Modified	1	1980	Yes	Daily production
	Hoe letterpress—retrofit of K&F Manufacturing	Modified	6	1981	Yes	Daily production
New York Daily News	Goss letterpress—conversion of Koppers	Flexo	1	1983	No	Test ended (1985)
Atlanta Journal, Constitution	Motter	Flexo	2	1983	Yes	Bought offset (1983)
Herald and Review, Decatur, Ill.	Hoe letterpress—retrofit of K&F Manufacturing	Modified	7	1983	Yes	Still testing
Fort Lauderdale News, Sun-Sentinel	Windmoeller & Hoelscher and Koenig & Bauer	Flexo	4	1984	Yes	Still testing
Miami Herald	M.A.N.-Roland U.S.A.	Flexo	7	1984	Yes	Still testing
Press-Telegram, Long Beach, Calif.	Motter	Flexo	4	1984	Yes	Still testing
Washington Post	Goss letterpress—conversion of PCMC	Flexo	8	1984	Yes	Still testing
Denton (Texas) Record-Chronicle	Hoe letterpress—conversion of PEC	Flexo	2[3]	1986	Yes	Converting to flexo
Knoxville (Tenn.) Journal, News-Sentinel	Hoe letterpress—conversion of PEC	Flexo	2	1986	Yes	Beginning testing
San Francisco Chronicle, Examiner	M.A.N.-Roland U.S.A.	Flexo	2	1987	Yes	Decision in 1987
Peninsula Herald, Monterey, Calif.	Rockwell International (Goss)	Flexo	7	1989	Yes	Bought flexo (1986)
Modesto (Calif.) Bee	Rockwell International (Goss)	Flexo	7	1988	Yes	Bought flexo (1986)
Portland (Maine) Press-Herald, Evening Express	Motter	Flexo	1	1987	Yes	Decision in 1987

[1] Retrofit of ANPAPRESS*
[2] Eighteen units to be added
[3] Two additional units to be converted

THE HIT OF ANPA!



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Crash Course Prepares Minorities For Newspaper Management

BY J. FRAZIER SMITH

(Editor's note: The Multicultural Management Program is a four-week training program sponsored by the School of Journalism at the University of Missouri. The program is an effort to increase the number of minority media managers by showing how a journalist's cultural background is an asset and not a liability. The next session is Sept. 13-Oct. 9, 1987. For information, write MMP Director Ben Johnson, Box 838, Columbia, Mo. 65205; (314) 882-1581.)

Fifteen of this nation's minority journalists got together recently at the University of Missouri to be immersed in the subject of newspaper management, a field mostly filled by white males.

The event, called the Multicultural Management Program, was a raving success. I know because I was one of the 15 fellows who made the program's maiden voyage in Columbia, Mo.

Yes, this is a self-congratulatory admission. And, no, I am not ashamed. I'm never ashamed of acquiring more education, because I'll never lose its reward.

The program teaches that diversity in the newsroom and in newspaper management—diversity in the form of minority journalists who can offer broader viewpoints and insights—should be an asset and not a liability.

I adopt this ideal wholeheartedly. But I am sure there are some, perhaps many, among you who are saying, "I guess now you fellows want to take over your newsrooms and become managers based on one short course."

Believe that none of us who occupied that bunker of a conference room at Gannett Hall for four weeks—probing and assaulting our lecturers from Amercian newsrooms large and small, role-playing through the several case studies presented us, and creating our own five-year strategy for The Dallas Morning News in its competition with the Dallas Times Herald—think we know it all. At least not yet.

But also believe that we, having gone through the course, now have the basic tools to assume newsroom management posts very soon, at least theoretically.

It was no easy course to navigate, this management program.

Program leaders—Executive Director Ben Johnson of the Detroit Free Press and his wife, Associate Director Mary Bullard-Johnson—bombarded us with practical

---

Smith, 26, is a sports copy editor for The Cincinnati Enquirer. He attended Texas Christian University and holds a bachelor's degree in journalism from Indiana University.

Mike Davis

Discussing a small-group exercise are MMP participants (from left) Deborah Howell of the St. Paul Pioneer Press, Guillermo Martinez of The Miami Herald, Eneid Routte-Gomez of the San Juan (Puerto Rico) Star and Rodney Brooks of USA Today.

and theoretical definitions of multiculturalism during the first week. We learned from industry leaders such as Monte Trammer, assistant to the publisher of the Poughkeepsie (N.Y.) Journal, that managers are chosen largely because they are liked by their bosses.

That first week caused many of us to wonder aloud why we had been chosen by our bosses for the program. Was it because our bosses perceived us as being like them?

The second and third weeks we searched the American Society of Newspaper Editors' management handbook and other documents to dissect the heavy subjects of management style, the ethical considerations behind running a newsroom, and the economic considerations of newspapering with emphasis on being almost Scrooge-like in maintaining and fattening the bottom line. After all, this is a business.

And now I know the concepts of preprints versus run-of-paper advertising. I know why advertisers keep both eyes peeled on CPMs (cost per thousands). I know about setting values and making business and personnel decisions based on those values. I know about the need to increase revenues annually while trying to maintain journalistic integrity.

After hearing from Austin (Texas) American-Statesman Publisher Roger Kintzel, newspaper analyst John Morton and others, we spent the fourth week formulating our game plan for The Morning News and how we would earn money for and expand the horizons of that newspaper. We decided to expand its commitment to adding cultural diversity to its staff and to its marketing, circulation and production plans. Our overall plan for the paper is contained in a 116-page report.

Perhaps the most stunning gem to emerge from the program is that one white woman, two Hispanic women, one Native American woman, five black women and six black men took to each other so well and created an everlasting, family-like bond. We even created a fraternal organization of sorts, tagged Mu Mu Pi (as in **M**ulticultural **M**anagement **P**rogram).

It's kind of like the American patchwork quilt in real life.

We often joked of traveling en masse to a newspaper in the Pacific Northwest (where one of our lecturers works) and, after managing somehow to be hired, run the paper as we'd been taught. We also sat silently and listened in horror to how one major Midwestern newspaper mishandled a situation involving white and black staffers.

But reality being what it is, we realize that our central mission in all of this is to spread the message of the multicultural imperative for journalism. We have to teach it despite the silence we're bound to receive from our colleagues—black and white and Native American and Hispanic and Asian American.

The key, of course, is to have this message echoed from the publisher's office in every newspaper in the country.

The time to open the gates of power in newsrooms and share the making of news decisions with minorities passed long ago. Once our readers see us covering them with reporters—and managers—from all cultures, then and only then will they accept us as true and fair newspaper representatives of their towns and cities. ☐

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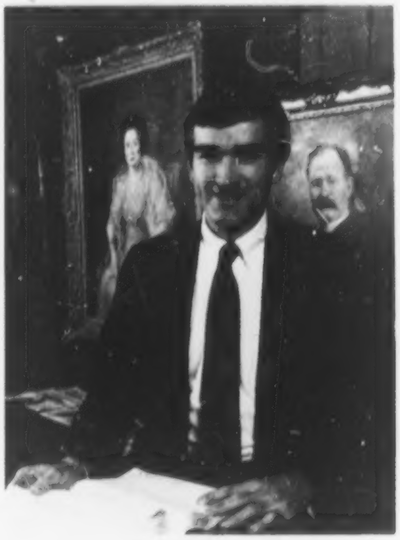
For the Shaws, Family Is What It's All About

BY MARGARET GENOVESE
presstime staff writer



Thomas D. Shaw

The B.F. Shaw Printing Co. owns five daily and 10 non-daily newspapers in Illinois and Iowa. But the company's general manager says it's not a newspaper chain. "We don't consider ourselves a 'chain' or a 'group,'" says Thomas D. Shaw. "We consider ourselves a 'family of newspapers.'"

If a person's driving force could be summed up in one word, that word for Shaw would be "family." As much as it dominates his business view, so does it define his personal life.

In the business context, Shaw explains why he refers to the company's newspapers as a "family": Although all the newspapers bear the Shaw name, they have "strong automony," and so long as they stay within certain performance standards, they have the freedom to "be themselves"—like members of a family.

He ought to know about families and newspapers. His family has been in the newspaper business for 135 years. Now 38, he entered the business at the age of 22, two years older than his great-great-grandfather Benjamin F. Shaw was in 1851 when he took over as publisher of the then five-month-old Dixon (Ill.) Telegraph, the company's flagship newspaper.

Today, when some family newspaper firms are foundering, the Shaw family enterprise is flourishing into the fifth generation and is the oldest one with continuous family ownership in Illinois. In addition to its newspapers, it has 12 shoppers and seven commercial printing operations.

Edward H. Jenison, publisher of the independently owned Paris (Ill.) Beacon-News, calls the company "healthy and high level" and "probably the most outstanding family-dominated group" in the state. The Shaws, he says, "are all professionally competent, they are civic-devoted and they just do an all-around good job."

The company has headquarters in Dixon, a community that has received considerable attention as the hometown of President Reagan. Coincidentally, company founder B.F. Shaw was one of 12 editors who met in 1856 and founded the Republican Party in Illinois. Also present at the meeting was a former one-term congressman, Abraham Lincoln.

Later, Shaw left the state for a time and went west looking for gold. When that didn't pan out, he got a job as a printer in Colorado and set type for the first edition of the Rocky Mountain News in Denver before returning to Dixon.

B.F.'s great-great-grandson Thomas Shaw also ventured to Colorado as a young man—to study business at Colorado College in Colorado Springs. While in college, he worked for a circulation promotions company and sold subscriptions for the Colorado Springs Gazette. After graduation, he, too, returned to Dixon and joined the newspaper.

Shaw began in the circulation department and then, like many newspaper heirs, embarked on a management training program, spending time in each department. When the general manager died in 1975, he took over the position and held it until last May when he was named general manager and chief operations officer of the entire company.

Shaw says his goals are "two-sided." On the business side are plans to increase profit and improve the editorial product.

Then there is "the family side." His primary job there, he says, is to try to ensure continued family unity, which is all-important if the company is to achieve its business-side goals.

Two other fifth-generation Shaws—his cousins—also are active in the business. William E. Shaw is publisher of the Dixon paper; Robert A. Shaw is publisher of Northwest Newspapers, a division composed of a daily in Crystal Lake, Ill., and several weeklies. All three are in their 30s; Thomas is the oldest.

Their fathers also hold positions in the company. Thomas Shaw's father, B. Douglas Shaw, is chief executive officer and E. K. Shaw is president. Thomas Shaw's grandfather, Benjamin T. Shaw, is chairman of the board and publisher emeritus in Dixon.

Robert Shaw describes his cousin as "a real high-energy type" of person. "Some companies get kind of stale and stagnant; I think he's real open-minded to change."

That attitude reflects the history of the company, which long has been in the forefront of newspaper innovation. Its newspapers were among the first in the Midwest to go to offset printing. Today, Thomas Shaw is enthusiastic about Apple Macintosh personal computers and LaserWriter printers at his newspapers.

Although it constantly gets purchase offers, the company, owned by a trust established by Thomas Shaw's great-grandmother Mabel Shaw, is not for sale. On the contrary, Shaw says it may buy additional dailies in the 10,000-20,000 circulation range and large suburban weeklies. "Although we more than likely will not be able to compete with the top-dollar offers of some of the bigger groups, if the owners have a concern for the paper's role in the community and the existing personnel that are there, we feel we have a lot to offer," he says.

The future of the company someday will be in the hands of the sixth generation of Shaws, and a few already are showing an interest in the business. Although he decided early that he wanted to go into the family business and "never looked back," Shaw says there is no pressure on family members to enter the business.

A deeply religious man, Shaw recently headed a church school building fund drive and teaches Sunday school to third graders. His business stationery contains this biblical quotation: "Any enterprise is built by wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts."

But it is family that dominates his personal life, as much as it does his business. He and his wife, Tammy, have five children, ranging in ages from two to 12. Their youngest was adopted from a Korean orphanage.

The Shaws also are licensed foster parents. Their home has enough space to accommodate a large family, says Thomas Shaw. "We have space in our hearts, too." □

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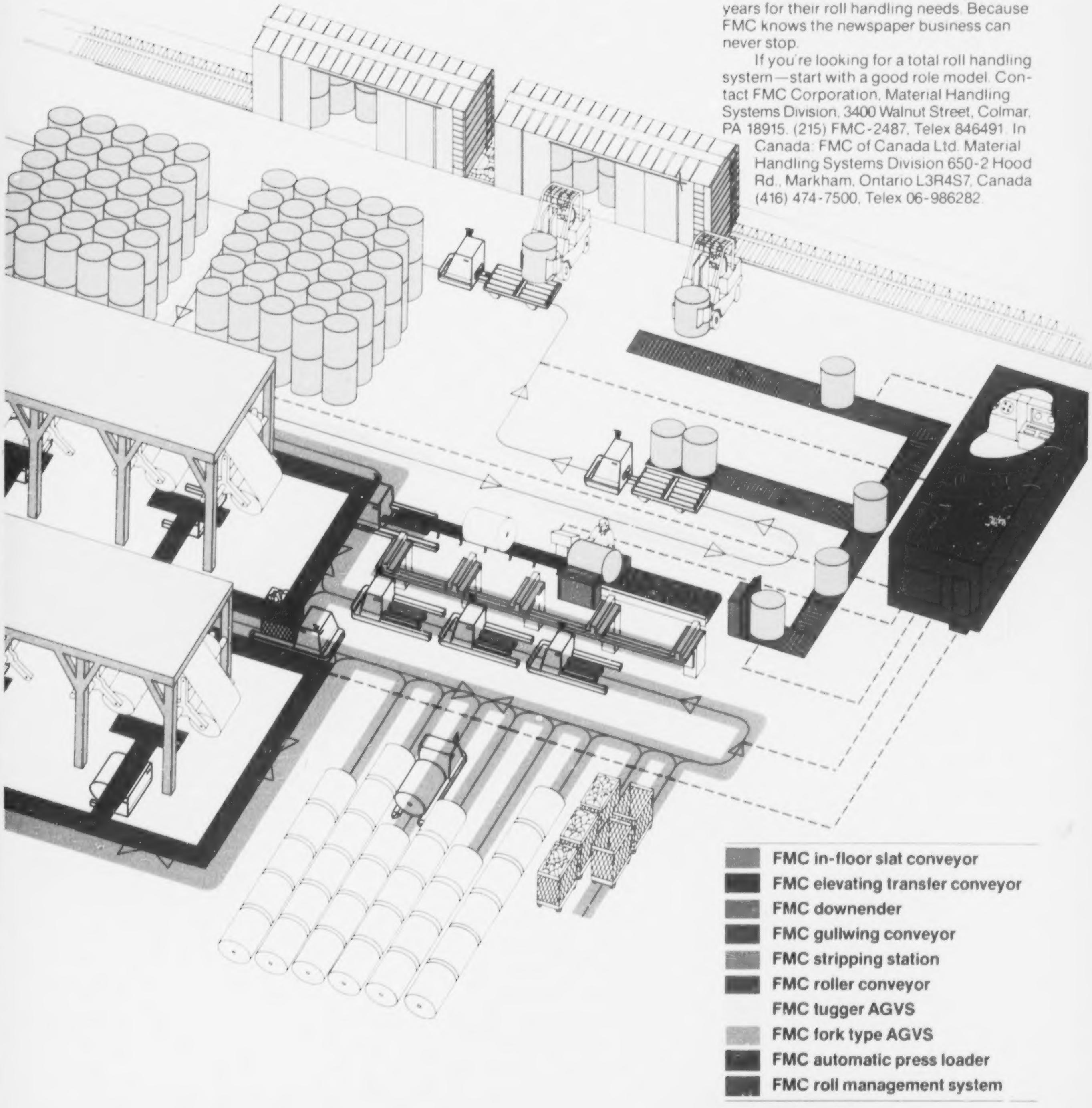

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Answers to Newspaper Prayers Depend on Greater Commitment

BY ROLFE NEILL

Measured against the journalism of 100 years ago, we are doing an excellent job. But when we compare ourselves against the standards of what we should be—and of what we are capable of becoming—then I think we must give the American press a mediocre grade. Perhaps a C, certainly no more than C+.

There are at least four "unanswered prayers" in our business, and they go like this:

- Lord, why don't they respect us?
- Please, Lord, increase my circulation penetration.
- Honest, Lord, I would hire one if I could find a good one.
- If I paid more, Lord, would I have a better staff?

Respect. Folks don't respect newspapers as much as they once did. There are many reasons, of course, and chief among them is that respect for all institutions has declined; it doesn't matter if it's the papacy or the presidency.

But there's another reason that we've slipped with the public. This time it's performance-based: People often don't like what they read in the newspaper we sell them. Or in other cases, they are unhappy with what we have failed to print.

All of this falls under the rubric of credibility, a topic much discussed in recent years. Those of us who believe we lack sufficient credibility frequently find ourselves arguing with other newspaper brethren who think that it's love we seek from the reader. It's respect I want, not love. Unfortunately, many credibility repairs go unmade because defensive newspaper people see this whole area of discussion largely as self-abasement.

The public is suspicious of us based on its contacts with us. When it's an event or subject about which they have personal knowledge, they often spot inaccuracies or incompleteness in our accounts. They are frustrated at trying to pierce the "iron curtains" of our offices. When they do talk with us, they often deal with reporters and editors whose values differ greatly from theirs. Religion, sex, traditional patriotism—we are different in so many ways from our readers. We don't need to become like them, but we must acknowledge those differences. Having done that, we can set about the corrective offsets in our news reports.

Rolfe Neill

Take the matter of religion. Ours is a religious nation. The biggest crowds on Sundays aren't at the pro football games but in the community's churches. Yet you would never know that from reading Monday's newspaper. That's because the average newspaper person doesn't see much news in religion. In fact, newspaper people are anti-organizational by instinct, and that's why so much of the press is indifferent to the many warrens of organized civic life about us. Most city editors might be astounded to know what Jonathan Kozol discovered as he interviewed hundreds of illiterates throughout America. What is the No. 1 reason these people yearn for the capacity to read? They confided to Kozol it's so they can read the Bible.

Circulation. Please, Lord, increase my penetration. The number of customers we can deliver to advertisers is the cornerstone of our rate card. We start with sensitizing editors, but that's just a beginning.

The public is suspicious of us based on its contacts with us.

Most folks in our newsrooms would be surprised to learn that we're rewriting 60, 80 or 110 percent of our home-delivery base every year. Let them knock on some doors trying to sell the paper. Have them take phone complaints for several days in the circulation department. Tie part of the editor's compensation to the circulation numbers. Why shouldn't his or her pay be linked to increased penetration? After all, circulators don't design the product; they merely try to overcome all the inherent defaults in order to make the sale.

When you see your editor and circulator having lunch together occasionally, when you see one of them in the other's office every day, then you know you're on the way to increased penetration.

If you tolerate late copy, let editors bust press times, permit the editor to stop the press without consulting the circulation manager for its effect on delivery schedules—then you are perpetuating editorial privilege at the expense of other departments. An editor who does not respect deadlines does not respect other people.

Minorities. Honest, Lord, I'd hire one if I could find a good one. Our nation is about 20-percent minority, with Hispanics the fastest growing segment and one that will in a few decades outnumber blacks. Yet, 60 percent of our newsrooms have not a single minority employee. Nationwide, only 6 percent of our newsroom employees are minorities.

Lay aside morality for a moment and just consider the pragmatic marketing question: How can you design a product for people about whom you know little or nothing and with whom you have little or no contact? The answer is that we can't—and don't.

Back to morality. A pluralistic country cheats itself when one of the principal

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Neill is chairman and publisher of The Charlotte Observer. This article is adapted from his recent speech to the New England Newspaper Association.

organs responsible for preserving democracy is itself a ghetto. When the only glasses through which society is observed are worn by a white, middle-class reporter or editor, the view is bound to be incomplete.

But where do I find one? We need to look for more than one, but we know that the minority pool of potential employees isn't as large as the white group. But there is minority talent available if we will:

- Search for it with diligence. The American Society of Newspaper Editors has a very helpful program to assist in minority recruitment. ANPA also is finally revving up.
- Recognize that for some minority hires, individualized attention must be given to help them achieve job success.
- Encourage an acceleration of minority talent accumulation by supporting programs in schools and business that provide special opportunity.

Incidentally, for our newspapers to make all this happen, it is not sufficient to say there is a commitment. There must be an *inconveniencing* commitment. The three steps outlined entail extra effort and a greater-than-ordinary willingness to make sure minority hiring succeeds.

Publishers and editors must believe in the program enough to insist on implementation. Can you think of a better way to celebrate the 200th birthday of our Constitution next year than practicing its percepts within our own shop?

Newsroom staff. Lord, could I get better people if I paid better money? Addressing newspaper capitalists, do I really need to answer that question? We do need to be mindful of the pool from which we draw. Does it concern us that we get the young people who score only at the national average on their SATs? That is, 906.

Conservative critic Irving Kristol says media today are infected with a "mindlessness. . . . One reason for that mindlessness is that the quality of people now entering the media is very poor. . . . On the whole, bright students do not go to schools of journalism. The very bright go on to work in the sciences. Those at the second level go to professional schools, such as law, or on to graduate work in the humanities and social sciences. At the third level, students go into schools of business; at the fourth level, students go into schools of journalism and, at the fifth level, students go into schools of education."

> *We will never raise the level of journalism until we get better minds into our newsrooms.*

Our critics expect better of newspapers—and so should we. A newspaper begins with a vision shared by an editor and a publisher. The reality of that vision is accomplished through a staff. Hiring on the cheap and hoping to get a year or two from young people before they move on is a longstanding approach by a majority of newspapers. Yet these same newspapers regularly have pre-tax margins of between 15 and 30 percent, or more.

The publicly traded newspaper companies have price-to-earnings ratios of 20, 21. Contrast that with the stock market as a whole where the average is more like 15. Newspapers command these 30 percent premiums because they make money far above the average of any of the advertisers who support them. Is it too much to ask that we spend some of these profits in recruiting, training and retaining a better staff?

We will never raise the level of journalism until we get better minds into our newsrooms. Are we willing to settle for the mindlessness described by Kristol?

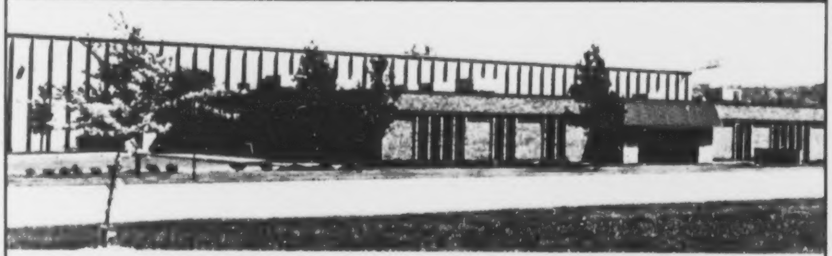
If newspapers had brighter people who were more knowledgeable about economic matters, then we wouldn't have slept through the breakup of AT&T. The oil crisis of the 1970s would have been written about in a way that prepared the American people. We would avoid the trap of over-dramatizing every baby step in medical and scientific research. The list of our inadequacies is long, horrifyingly long. But it costs money to attract and keep smart people. Starting salaries for J-school graduates who entered daily papers last year was $13,500. Contrast that with $17,500 in the humanities, $18,500 in social sciences, $24,900 for computer sciences and $27,500 for electrical engineers.

Ours is a trade, to be sure. But for most of us, it's also a calling. We do care about what goes into our newspapers. We do aspire that tomorrow's edition be better than today's. But we're deluding ourselves to think we can achieve and sustain excellence without paying the necessary assessment.

Frank Munsey was a newspaper conglomerator of the last century. I don't know what his "unanswered prayers" were, but I can tell you what William Allen White wrote of him when he died:

"Frank Munsey, the great publisher, is dead. Munsey contributed to the journalism of his day the talent of a meatpacker, the morals of a money changer and the manners of an undertaker. He and his kind have about succeeded in transforming a once noble profession into an eight percent security. May he rest in trust."

If our obituaries were in tomorrow's newspaper, what would they say of our stewardship?



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LEGISLATION

Tighter information curbs sought

The director of the Central Intelligence Agency wants Congress to enact a law that "unequivocally" makes it a crime to leak classified government information to the press.

William J. Casey said the espionage conviction of former Navy analyst Samuel L. Morison for supplying classified photographs to a British publication has stirred up debate about "the proper reach of the espionage statutes."

"There has been a great hue and cry that Morison is not a spy," Casey said in a Nov. 14 speech to the Communications Law Program of the Practising Law Institute in New York City. "That's bunk. Nobody said he was a spy. He was convicted of violating a section of the law which prohibits the disclosure of classified U.S. government information to unauthorized persons. That's exactly what he did."

Nonetheless, Casey said he believes the "national interest" would be best served by a new law that "unequivocally expressed Congress' intent to punish unauthorized disclosures of classified information." He said the law should apply to persons who "intentionally disclose classified information, knowing or having reason to know" it is classified.

Morison has appealed his conviction to the 4th U.S. Circuit Court of Appeals. ANPA is considering filing a friend-of-the-court brief in the case [presstime, May 1986, p. 59].

In a related development, a survey of high-ranking federal government officials (including members of Congress) who served between 1963 and 1983 found that 42 percent had leaked information to the press. Nearly 500 responded to the survey that was conducted by Martin Linsky, lecturer in public policy at the John F. Kennedy School of Government at Harvard University.

Among the leakers, 78 percent said they did it to counter false and misleading information; 40 percent said they did it to develop good relations with the press. □

COURTS

Washington Times in tussle over issue ad

The District of Columbia Superior Court denied a request that it order The Washington Times to carry a full-page, issue-oriented advertisement.

The Coalition for Constitutional Justice and Security had sought a temporary restraining order and a preliminary injunction that would have required the Times to publish the ad Nov. 3.

In a suit filed Oct. 24, the coalition charged that the Times breached its contract with the organization when it rejected the advertisement after accepting copy and payment.

The parties are conducting settlement negotiations, according to their attorneys.

The advertisement in question featured the headline: "Could Nicholas Daniloff Get a Fair Trial in the Soviet Union? Can Anyone? Then Why Is a U.S. Agency Cooperating with the KGB to Turn American Citizens Over to Soviet Justice?"

The Times contends "it has a right to make determinations as to what advertisements to carry in its newspaper, just as the United States Supreme Court has established on numerous occasions," said its attorney, Allen V. Farber. □

Newspapers win two New Jersey libel cases

The New Jersey Supreme Court issued two decisions expanding protection of the press in libel cases in that state.

In the first case, the court said "actual malice"—the standard applied in cases involving public figures—must be proved in cases where a private person, "with sufficient experience, understanding and knowledge," enters into a transaction that "implicates a legitimate public interest."

The ruling overturned a $1-million jury verdict awarded a former bank official in a case involving The Courier-News of Bridgewater.

In the second case, the court said actual malice must be proved in cases involving some consumer products. It reaffirmed lower-court decisions dismissing a suit brought by Dairy Stores Inc. against Sentinel Publishing Co. of East Brunswick. □

REGULATIONS

More newspapers adopt racial-balance ad policies

A group of five daily newspapers in the Washington, D.C., metropolitan area has adopted a policy requiring real estate display advertisers to have blacks account for at least 25 percent of the people shown in their ads.

Acting at the urging of the Lawyers' Committee for Civil Rights Under Law, The Journal Newspapers also agreed that the Equal Housing Opportunity logo will appear in the ads in the size specified in the U.S. Department of Housing and Urban Development's fair housing advertising regulations. The agreement is virtually identical to one adopted earlier by The Washington Post [presstime, Sept. 1986, p. 38].

In other developments relating to federal and state fair housing laws:

- The Los Angeles Times has entered into discussions with the California Department of Fair Employment and Housing to resolve a complaint filed by a local fair housing council that it accepted real estate display ads depicting only blacks, only Asians and mostly Hispanics.
- The Justice Department's Civil Rights Division has clarified its Fair Housing Act enforcement policy, saying it will not take action where sexual preferences are stated in ads involving shared facilities—generally advertisements for roommates or housemates. It said the position is consistent with HUD's advertising regulations.

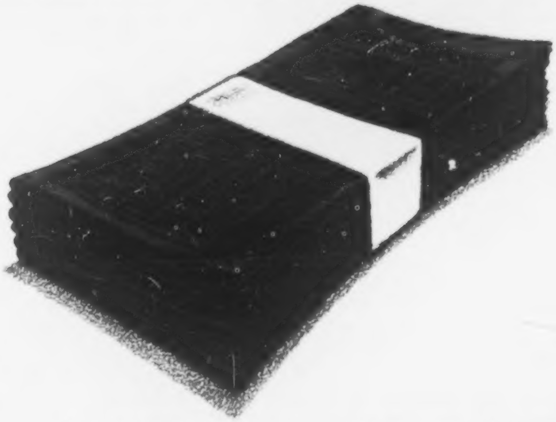
The division issued the clarification in response to questions that arose after it filed suit against the Clarion-Ledger of Jackson, Miss., alleging that the newspaper had violated the act by publishing housing rental ads that indicated limitations or preferences based on race, religion or sex. The case was resolved by consent decree [presstime, Sept. 1986, p. 38]. □

'Smokeless' rules issued

By Feb. 27, 1987, all print advertisements for smokeless tobacco products must carry one of three health warning messages in a circle-and-arrow format.

The final rules, issued Oct. 24 by the Federal Trade Commission, differ somewhat from those originally proposed [presstime, Aug. 1986, p. 36]. They require larger messages in some cases. □

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 856-2965.

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Newspapers urged to consider voice mail for their operations

Two important developing trends in telecommunications for newspapers are voice mail as a means of reducing costs and as a revenue-generator, according to Deborah Walker, ANPA telecommunications specialist.

Voice mail was introduced several years ago as a "glorified answering machine," Walker told participants at ANPA's telecommunications seminar Connections 1986, which was held Nov. 18-19 in Washington, D.C.

Voice mail has evolved into practical applications for every newspaper department, she said. For instance, instead of having to make repeated phone calls or being placed on hold:

- News sources can leave messages for reporters who are tied up on other phone calls.
- Customers can leave messages for circulation distributors regarding delivery problems.
- Salespeople can spend more time on the road without missing important calls.
- Managers can leave instructions for employees.

Besides lowering phone costs, voice messaging also is emerging as a way for newspapers to increase revenue, she said.

In classified advertising, newspapers can provide an optional voice mailbox service—for an extra fee—that frees the customer from having to sit by the phone. Instead, the customer can collect all the calls at his or her leisure. Similarly, classified ads can be taken by the newspaper electronically, eliminating the need for employees to wait for the phone to ring.

In display advertising, an advertiser can list in the ad a telephone number for shoppers to call. A caller could listen to a description of merchandise and order it by phone. The newspaper charges the advertiser for the service on a per-call basis or on a flat fee, depending on how the rates are worked out, Walker said.

"Newspapers that are learning to consider telecommunications as part of their strategic business plans are finding that it's worth the effort," she said.

The workshop, second of its kind sponsored by the Association, attracted 54 participants from the newspaper business and featured 20 speakers who came from newspapers across the country and from segments of the telecommunications industry.

Electronics are being employed to speed distribution of press releases, other data

Electronic mail and FM radio are being used more frequently to speed distribution of press releases and other information originating in Washington, D.C.

In November, an electronic mail service known as U.S. Newswire began transmitting press releases from Capitol Hill.

U.S. Newswire is the creation of William McCarren, former marketing director of PR Newswire of New York City, a wire specializing in financial news releases.

Already on line for the new service are major wires, press galleries in the U.S. Capitol and Washington bureaus of most of the nation's largest newspapers, McCarren said.

An older, established service is a Dialcom, which is used by eight federal agencies including the Department of Agriculture and NASA. Dialcom offers news releases usually within minutes of their release for a minimum charge of $25 a month.

The FM radio transmission service, Infowire, is operated by MultiComm Telecommunications Corp., formerly Mutual Broadcasting System. It transmits transcripts of press briefings, speeches and interviews via satellite to FM radio stations throughout the United States. The stations then broadcast the data over inaudible frequencies to personal computers and print-out machines.

Recipients already include media companies, other private businesses and embassies.

For example, members of the Utah congressional delegation can now transmit press releases, announcements and other messages directly to the Washington bureaus of The Salt Lake Tribune, The Deseret News, Scripps League Newspapers and other Utah news outlets. Infowire Director C. Patrick Thorne, a former Utah newspaper reporter, arranged the Utah congressional-media hookup as a test for the Infowire system.

ANPA concerned over possible Bell ad service

ANPA has filed comments in U.S. District Court recommending that if Southwestern Bell Corp. is allowed to form an advertising company as it has requested, it should not be allowed to provide the advertising services to its own subsidiaries.

ANPA's comments are in response to Southwestern Bell's latest effort to enter the advertising brokerage field by preparing ads and placing them in the media.

The Justice Department recommended Oct. 30 that Southwestern Bell Corp. be granted a waiver to do so. ANPA stated in its comments Nov. 13 that Justice had failed to address the possibility that the company would have the incentive and opportunity unfairly to undercut advertising competitors.

ANPA said Southwestern Bell could do this by having its advertising subsidiary sell the service at excessively high rates to Southwestern's other subsidiaries, including its regional operating telephone company, four Yellow Pages and directory companies and two telephone-distributing firms.

The profits from the excessive rates could be used by Southwestern Bell's advertising subsidiary to undercut prices of advertising competitors elsewhere and drive smaller advertising brokers out of business, ANPA contended. And Southwestern Bell telephone users would pay for the excessive rates, it added.

If a waiver is issued allowing Southwestern Bell to set up such an advertising subsidiary, the proposed order should be modified to prevent the company from providing the services to its own telephone operating company and other subsidiaries, the Association said.

The motion for the waiver and ANPA's responding comments are now before U.S. District Judge Harold H. Greene, who presided over the breakup of AT&T [presstime, Nov. 1986, p. 54].

Greene earlier restricted similar waiver requests concerning the insurance business.

Meanwhile, on Nov. 14 NYNEX Corp., another of the seven Bell regional companies, also filed a request for a waiver to enter the advertising business. NYNEX said in a letter to the Justice Department it would agree to be bound by the same terms proposed for Southwestern Bell.

Telecommunications equipment listed in ANPA publications

Many newspapers are paying too much for telecommunications equipment and receiving too little, according to a report prepared by the ANPA Telecommunications Department.

The report, titled "It's For You," is based on a survey conducted last winter. The survey shows, according to Deborah Walker, ANPA telecommunications specialist, that many newspapers do not know what their telecommunications equipment is costing, and that they could be receiving far better service for less cost.

The 13-page report in magazine format has been sent to all member newspapers.

In addition, newspapers that participated in the survey will receive a copy of *It's for You: A Newspaper's Guide to Telecommunications Equipment, Management and Consultants*.

The 112-page guide contains alphabetical lists, by state, of every ANPA-member newspaper that has installed telecommunications equipment, the type of the equipment, and names, addresses and telephone numbers of the person to contact at the newspaper for additional information. Circulation figures are included so newspapers of the same size can compare their telecommunications needs.

A second section of the guide contains lists of telecommunications equipment companies by state, the equipment and services they offer, and the names of individuals at newspapers who have used these companies.

Additional copies of the "It's For You" executive report are available for $5 each for ANPA members, and $20 for non-members. The resource guide is $30 each for members and $60 for non-members. There is a reduced price for an order of both books: $32 for members and $75 for non-members. □

Bell sues Cox over cellular sale

Cox Enterprises Inc. of Atlanta has been sued by PacTel Mobile Companies for more than $100 million because, PacTel charges, Cox reneged on a promise to sell its share of a cellular telephone and pager company to PacTel.

Cox announced last April 8 it was going to sell its 90-percent interest in the St. Louis-based cellular system, which is called CyberTel [presstime, May 1986, p. 66]. PacTel alleges that it bid on the cellular system on June 18 and was told by bankers handling the sale that its bid was the largest received.

The suit was filed after Cox announced it would sell its 90-percent share to David A. Bayer, president of CyberTel and holder of the other 10 percent. The sale price was not disclosed.

A Cox spokesman said the firm views the suit as frivolous and without merit.

PacTel is a subsidiary of Pacific Telesis, one of the seven regional Bell operating companies. □

IT'S FOR YOU

A Newspaper's Guide to Telecommunications Systems & Services

Are you getting the most for your telecommunications dollar? Find out in **IT'S FOR YOU**—a two-volume report based on a survey conducted by ANPA's Telecommunications Department that highlights newspapers' telecommunications activities.

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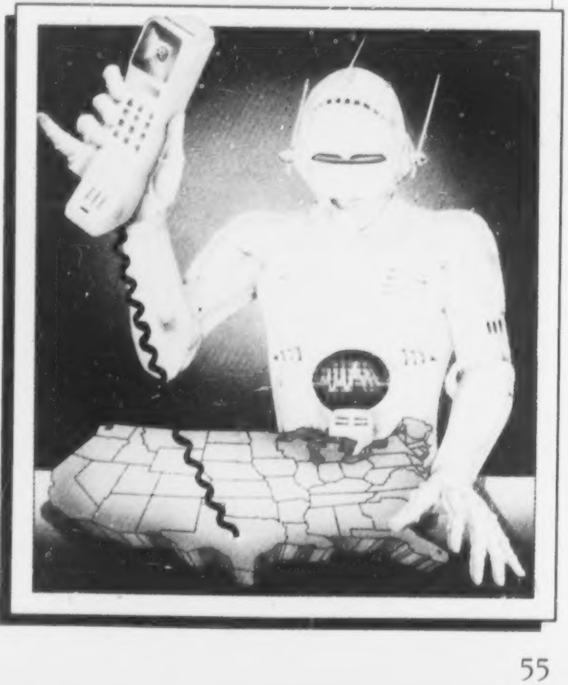
- Volume II: ***A Resource Directory*** listing equipment and telecommunications contacts at individual newspapers, plus a special consultant list that highlights member-recommended telecommunications consultants with *newspaper experience*.

Telecommunications is playing an increasingly important role in the way newspapers do their jobs. Make sure your newspaper is on the right track—order your copies today!

For order information, please call the ANPA Telecommunications Department at (703) 648-1140.



Postal Affairs

ANPA asks action in label case

ANPA said its three-year-old complaint against third-class, postcard-like detached labels should be considered by the Postal Rate Commission and should not be dismissed as the U.S. Postal Service wants.

Postal authorities based their motion to dismiss partly on the claim that ANPA has "failed to prosecute," or not carry through, its complaint against the labels.

The Association said Nov. 17 in comments to the commission that the USPS assertion "is nothing more than an attempt to avoid a hearing that the record clearly shows to be warranted." ANPA charged in the complaint that detached labels constitute an "unclassified type of service" that does not bear a "fair and equitable" portion of mailing costs.

Complaint proceedings have been held up because the Postal Service made two requests for delays "to permit it to pursue settlement talks on which it never formally reported to the commission," ANPA said.

Detached labels are used by some mailers for third-class pieces presorted to the carrier-route level [**presstime**, Nov. 1986, p. 55]. The cards, which are delivered at the same time as the third-class mail piece they accompany, carry the address of the recipient. There is no separate charge for the card, although its weight is included in figuring the cost to mail the primary third-class piece.

Increasing numbers of newspapers are using third-class detached labels for nonsubscriber delivery, members of the ANPA Postal Committee have noted. □

TMC appeal argued

A three-judge panel of the 4th U.S. Circuit Court of Appeals is weighing arguments in ANPA's appeal of rules that effectively prohibit use of second-class mail for total-market-coverage programs.

ANPA and the U.S. Postal Service presented oral argument in Baltimore Nov. 10. At issue is a postal-rule change requiring newspapers' second-class TMC programs to qualify independently for a second-class mailing permit [**presstime**, April 1986, p. 50].

The Association reiterated that second-class TMC programs, if done properly, do not violate the old postal rules and that the changes were unnecessary. □

World Press

Lara accused of terrorist affiliation

A State Department official has told the American Society of Newspaper Editors that Colombian journalist Patricia Lara was refused entry into the United States in October because of "her membership in and activities in support of terrorist organizations and her role as a Cuban operative."

In a Nov. 17 letter to ASNE President Michael G. Gartner, Elliott Abrams, assistant secretary of state for inter-American affairs, said Lara serves as a liaison between Cuban intelligence services and the M19, a Colombian guerrilla movement. Abrams said Lara has served in a "key capacity" in at least one administrative committee of the M19 and "has played an important role in enabling the M19 to carry out its terrorist activities."

Abrams also castigated press organizations, saying they "rushed to the defense" of Lara "in complete ignorance of the facts." He called it a "kneejerk" reaction.

Lara has denied the charges.

Lara was not allowed into the country to attend an awards ceremony at the invitation of Columbia University's Graduate School of Journalism [**presstime**, Nov. 1986, p. 59]. □

Fifth Mexican journalist murdered

The murder of a publisher brought the 1986 death toll among Mexican journalists to five.

Ivan Menendez Macin, 38, was shot and his body left in the trunk of a car in Mexico City. Menendez Macin was publisher of the Spanish edition of a French weekly, Le Monde Diplomatique. According to published reports, at least 27 Mexican journalists have been slain in the past 15 years [**presstime**, Aug. 1986, p. 47]. □

Ban on Journal ends

The Malaysian government has rescinded its three-month ban on distribution of The Wall Street Journal. This followed a ruling of the Malaysian Supreme Court that expulsion of the paper's Malaysian correspondent Sept. 26 was unlawful [**presstime**, Nov. 1986, p. 59].

The Journal resumed distribution in Malaysia Nov. 14. The three-month ban had been scheduled to expire Dec. 29. □

Circulation

ABC board limits liability

The Audit Bureau of Circulations Board of Directors gave final approval Nov. 14 to a proposal that will limit the board's liability in circulation disputes.

Under the revision of Bylaw 2.17, a member is prohibited from making any monetary claims against ABC for any action or negligence short of intentional misconduct. A companion measure, also passed, provides for creation of a six-person panel to which an aggrieved party can appeal an ABC decision. The measures have been under discussion for more than a year [**presstime**, Sept. 1986, p. 47].

Four days before the board voted, the Dallas Times Herald sued The Dallas Morning News and the ABC in a dispute over circulation data. (See story below.)

The board also scheduled for future discussions the question of how bulk sales should be shown in audit reports.

The board met in conjunction with the ABC's annual meeting, at which members re-elected three newspaper directors: James M. Moroney Jr., chairman and chief executive officer of the A. H. Belo Corp., owner of The Dallas Morning News; Thomas B. Sherrill, vice president/marketing, The Dispatch, Columbus, Ohio; and R. David Threshie, publisher of The Orange County (Calif.) Register. □

Dallas circulation feud results in lawsuit

The Dallas Times Herald has brought suit against The Dallas Morning News and the Audit Bureau of Circulations, accusing the Morning News of fraudulently inflating its circulation data.

The Times Herald also said the ABC "knew or had reason to believe" the circulation figures were incorrect and asked a Chicago federal court to bar the release of any further Morning News circulation numbers unless they are verified by an independent audit. The Times Herald is also seeking an unspecified amount in damages.

Burl Osborne, president and editor of the Morning News, said: "We would welcome an ABC audit, and we are confident it would validate the Morning News' paid circulation as previously stated." ABC audit figures as of Sept. 30 show the Morning News at 390,987 daily and 531,417 Sunday; and the Times Herald, 246,370 daily and 338,963 Sunday. □

Standen predicts strong growth for newspaper advertising

The Newspaper Advertising Bureau has predicted that newspaper advertising expenditures will increase 45 percent over the next five years from an estimated $26.9 billion in 1986 to "more than $39 billion" in 1991.

That is assuming newspapers' share of all advertising expenditures holds steady near 27 percent—where it has "stabilized" over the last four years.

However, NAB President Craig C. Standen said he is optimistic that "we'll beat this forecast. I think we're going to increase our share . . . and I'm confident we'll still be the number-one advertising medium at the turn of the century."

Standen made his remarks to The Times Mirror Co.'s conference for securities analysts Nov. 5 in New York City. He said the outlook for newspaper advertising is "bright" for three main reasons:

- "We are in a position to capitalize on our large and continuing investments in new technology, investments which allow us to improve our product and simultaneously control our costs."
- Newspapers are taking action that will "help us compete more effectively, especially against television and direct mail."
- "For the first time in history, the newspaper business is planning its own long-term future, on an industry-wide basis, through the Future of Advertising project."

Standen noted that newspapers have improved their ability to meet the "differing needs of different kinds of retailers." For example, many now can provide saturation coverage of households around store locations, can match stores' charge-account lists with subscriber/non-subscriber databases, and meet other needs such as those of specialty retailers that want "demographic selectivity and the right kind of an editorial environment in which to display their merchandise."

Newspapers' improvements in zoning, coupled with total-market-coverage programs, also improve "our ability to compete for preprint business against shared mail," Standen said. "In this area, we're in the best shape we've been in since the shared mail challenge began in 1980."

Standen noted that more than 700 daily newspapers now offer TMC programs that can reach 28 million non-subscriber households every week, in addition to newspapers' daily paid circulation of 64.7 million, according to the Audit Bureau of Circulations.

Classified is still healthy and has grown by an average of 15 percent a year since 1980, he said.

National advertising, newspapers' smallest ad category, has grown 11 percent a year since 1980, Standen continued. But there has been a "historical downtrend in national advertising share," and newspapers are engaged in various programs to change the tide, he said.

One such effort is the Future of Advertising project, in which "130 senior newspaper executives from all areas of the business" are addressing a variety of topics including pricing, distribution, quality reproduction and readership [presstime, May 1986, p. 50]. □

Standardization efforts extend to credit applications

Continuing the move toward standardization spearheaded by the Newspaper Advertising Bureau's Future of Advertising project, the next area addressed will be credit applications.

At the October meeting of the Advertising Media Credit Executives Association, a committee was formed to examine the subject and to present recommendations to AMCEA at next year's meeting. Lawrence F. Murphy, general credit manager of The New York Times, is committee chairman.

Standardization of credit applications follows standardization of advertising invoices, which was originally worked out in committees of several newspaper associations and approved by their boards before a final form was issued recently by the Future of Advertising project. Organizations that worked on the 29-element Standard Advertising Invoice, or SAI, include NAB, ANPA, the International Newspaper Financial Executives, and the International Newspaper Advertising and Marketing Executives [presstime, June 1986, p. 64].

Copies of a new publication, "The Standard Advertising Invoice," are available without charge from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080. □

Creative Newspaper 11 showcases outstanding newspaper ads

Creative Newspaper 11, the annual compilation of award-winning advertising, is now available from the Newspaper Advertising Bureau.

The 48-page, two-section publication features the 19 winners of NAB's top award, the Athenas (Awards To Honor Excellent Newspaper Advertising), plus other outstanding ads. The 84 ads included in Creative Newspaper 11 were selected from more than 5,000 entries in 19 categories.

The panel of judges included Ed McCabe, then New York office president and creative director worldwide of Scali, McCabe, Sloves; Agi Clark, senior vice president and executive creative director of N.W. Ayer; and Jay Chiat, chairman and chief executive officer of Chiat/Day.

Creative Newspaper 11 features 84 ads.

Two advertising agencies each won two Athenas: Hal Riney & Partners of San Francisco, and Bozell, Jacobs, Kenyon & Eckhardt of Minneapolis.

Approximately 100,000 copies of Creative Newspaper 11 will be distributed to ad agency personnel as well as to the ad departments of manufacturers, marketers and retailers.

Newspaper members of NAB may order copies for $1 each, plus postage. The cost to non-members is $5 plus postage. □

Some dailies coloring comics; syndicates offer mixed reviews

For nearly a century, artists have drawn color comics for Sunday papers, black-and-white for dailies. Now, an increasing number of newspapers, on their own, are coloring weekday comics.

"Comics are made for color. Ever seen a black-and-white comic book?" asked David Burgin, who lays claim to the title of "Colored Comics King" for introducing daily color comics to The Orlando Sentinel in 1982 when he was editor there, and again to the Dallas Times Herald in October, soon after he became its editor.

"I'm surprised more papers don't do it," said Burgin. "It's really easy to do."

The added color has received mixed reviews from the cartoonists and their syndicates.

Coloring comics requires "a combination of primitive techniques and state-of-the-art technology," according to George A. Beidler, vice president and executive editor of the Tribune-Review in Greensburg, Pa., which started daily color comics Nov. 3.

For that daily and about a dozen others, coloring comics works like this:

The comics page is pasted down in its standard black-and-white format and then photographed to form a single negative. Afterward, the page is covered with an overlay, and selected areas are colored in with a marker. The overlay is then passed through a scanner, which separates colors into red, yellow and blue.

The three color separations are printed to blend with the black-and-white negative, just as a color photograph is reproduced.

For papers that already have large scanners, the actual cost for coloring comics is small, except for the potential loss of revenue from a color ad. Because there are a limited number of pages with color capability at most papers, a color comics page could take the space that might otherwise have gone to a color ad.

In Dallas, the colored comics at the Times Herald supplanted a color weather map similar to the one being carried by its cross-town rival. "I said, 'OK, Morning News, you can have your color map,'" said Burgin. "So we have a competitive difference. . . . "I'm hoping it's a competitive advantage."

Orlando began coloring comics in 1982.

The St. Louis Post-Dispatch is believed to be the first U.S. daily to have published four-color daily comics regularly, beginning in 1965.

Initially, staff artists made separate Amberlith overlays for each color, painstakingly cutting along the lines drawn by the cartoonists. Then the paper switched to a Fluoro-graphics process, in which a staff artist makes the separate overlay for each color but indicates color tones in shades of grey.

Still going it alone, St. Louis has not switched over to scanners, preferring to invest the additional time it takes with Fluoro-graphics to get a sharper image, said Ed Kohorst, graphics director for news art.

Coloring comics also predated scanners at Florida Today of Melbourne, which had a full page in its inaugural issue, March 21, 1966, when the paper was called Today and was published in Cocoa, Fla. With color in every section on a daily basis, a color comics page "just goes with the flow," said Art Director Shawn Vitt.

But in Greensburg, where much of the paper is still black-and-white, people notice, said Beidler. "When you get to the comics, you can't fly by them," he observed.

While newspaper staff artists try to key weekday colors to cartoonists' Sunday renderings, there appears to be little communication between papers with hand-colored comics and the cartoonists or their syndicates.

Some artists and their syndicates welcome the added color, but others have expressed reservations about the quality of the newspapers' home-grown color.

"I think it's great," said Mort Walker, creator of "Beetle Bailey." "I think it would be wonderful if they [comics] were all printed in color. Everything looks better in color," he added.

"The artists love it" said King Features Comics Editor Bill Yates. "I think it's a real plus."

On the other hand, Lee Salem, vice president and editorial director of Universal Press Syndicate, said, "We are going to have to start looking more closely, because the artists themselves are raising some questions."

"Some papers do an adequate job. Some papers do a better-than-adequate job. Some papers do a less-than-adequate job," he said. When newspapers use Sunday color as a guide, they can follow the artist's intentions with the main characters, but there can be problems "when it comes to secondary characters or something more freewheeling, like 'The Far Side.'"

"We have seen such mixed results that we really haven't come up with a policy," says Salem, "but we may be forced to."

—Marcia Ruth

FOI Day will be observed again

Thanks to a joint resolution of Congress signed by President Reagan Oct. 27, Freedom of Information Day will be commemorated again in 1987.

The measure calls on federal, state and local governments and the citizenry to observe FOI Day March 16 with appropriate programs, ceremonies and activities.

FOI Day was first observed on that date this year. March 16 was the birthdate of James Madison, fourth President of the United States and one of the authors of the Bill of Rights to the Constitution [presstime, April 1986, p. 48]. □

SPJ, SDX contemplates restructuring

The Society of Professional Journalists, Sigma Delta Chi, is studying whether the activities and structure of the organization should be changed to improve its performance in meeting the needs of journalism.

"We're going to rethink and redefine what the organization should be," said Robert H. Wills, president of SPJ,SDX and editor of the Milwaukee Sentinel.

Robert H. Willis

He added, however, that nothing will be done "to detract from the very basics of the society, which have always been the standards and principles of journalism" with emphasis on freedom-of-infomation issues, professional development and related matters.

Wills, who was elected president at the society's annual convention Nov. 12-15 in Atlanta, has named a six-person committee to study what changes may be necessary. Also, partly as a result of Executive Officer Russell Tornabene's recent announcement that he will resign late next year, the group will examine the organization's managerial needs.

For the shorter term, but in conjunction with long-range plans, Wills has set a number of other goals and has appointed task forces to meet them.

The main thrusts are "the two M's: membership and money," he said. A membership decline in recent years has strained the organization financially. "Because a large part of our income comes from dues, it is essential that we regain lost membership," Wills said. A membership program announced earlier this year will be continued [presstime, Sept. 1986, p. 46].

In other money-raising efforts, The Quill magazine of SPJ,SDX will beef up its advertising sales program. It has hired a full-time advertising manager, James W. Schaefer.

And Wills has named a marketing task force headed by society Secretary Paul M. Davis of Chicago's WGN-TV "to look over the rest of the society to see if other revenue sources exist."

Other task forces will look at:

- **Image.** SPJ,SDX member E. Bruce Harrison, who owns a Chicago public relations firm, will head a task force that "will get some specifics in front of us" for resolving "confusion" that exists about the organization's nature and mission.
- **A possible name change.** The name has been a source of discord since the words "Society of Professional Journalists" were added, in a superior position, to the Greek "Sigma Delta Chi." The organization in 1981 decided against changing its name to "American Journalism Association." In 1982, it voted narrowly against dropping the "Sigma Delta Chi" portion of the name. Also in that year, it imposed a five-year moratorium on the time-consuming, name-change issue [presstime, Dec. 1982, p. 20].

Wills said the issue is active once again, however, partly because some people—even members of the press—mistakenly believe the Society of Professional Journalists, Sigma Delta Chi, is two organizations. He said he "wouldn't be surprised" if the name were changed to something other than "Sigma Delta Chi" or "Society of Professional Journalists."

- **Possibly easing admission rules.** Current rules prohibit public-relations practitioners from joining but allow journalists to continue their membership if they shift to the public-relations field. "This could be a first step to loosening the restrictions," Wills said. "There is a motherlode of talent out there that the society should be taking advantage of."

Other new SPJ,SDX officers elected in Atlanta are President-elect James F. Plante of NBC News and Treasurer Carolyn S. Carlson of the Associated Press.

Design book ready

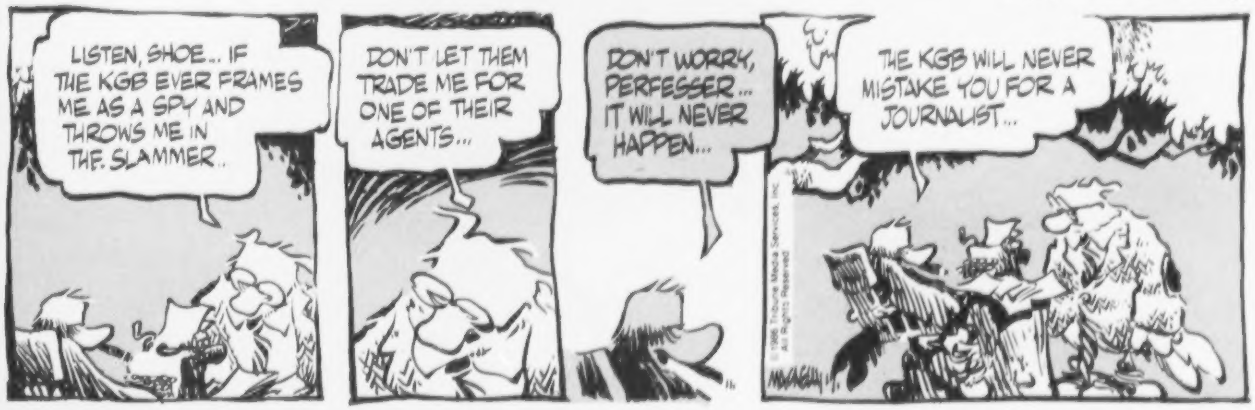
The seventh edition of *The Best of Newspaper Design* features the winners of the annual competition of the Society of Newspaper Design.

The 208-page book contains more than 400 examples of excellence in newspaper graphics, selected from more than 9,600 entries submitted by about 300 newspapers from eight countries.

The publication is available for $25 from SND, The Newspaper Center, Box 17290, Dulles Airport, Washington, D.C. 20041.

'Shoe'

By Jeff MacNelly


LISTEN, SHOE... IF THE KGB EVER FRAMES ME AS A SPY AND THROWS ME IN THE SLAMMER..
DON'T LET THEM TRADE ME FOR ONE OF THEIR AGENTS...
DON'T WORRY, PERFESSER... IT WILL NEVER HAPPEN...
THE KGB WILL NEVER MISTAKE YOU FOR A JOURNALIST...
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Expanded AP stylebook arrives

The latest and 20th printing by the Associated Press of its *Stylebook and Libel Manual* is about 20 percent larger this year—an additional 20,000 words.

If you have a copy of the edition printed in 1977, "you can probably survive," said stylebook Editor Christopher W. French. Yet each revision adds "some things we generally understand but are just coming into the language."

Among the nearly 80 new entries is a section on computer technology, as well as explanations of some generally non-Western religions and medical conditions (AIDS, Alzheimer's and Legionnaire's diseases) that have been featured prominently in the news lately.

The new revision also contains an updated Libel Manual, with case citations and analyses through July 1986.

Usage of new space-technology terms is addressed in the stylebook. For example, the abbreviation "SDI" should not be used on first reference and "has to be defined properly," said French. On the other hand, "we do allow for the use of 'Star Wars' on first reference," he said, "because Star Wars has become a commonly known or understood synonym for zapping nuclear weapons in space." Once mentioned, however, "then you have to define just what you are talking about."

Orignally, said French, the stylebook was intended for domestic use, with entries "oriented to the United States." But in this year's revision, entries on predominantly non-Western religions have been expanded to correct "widely held misunderstanding of Islam and Buddhism and Hinduism, all of which have been prominently in the news."

Although called a stylebook, it is not focused solely on grammar and usage. Said French: "The whole idea of style is to be able to write a story in such a way that nobody can misunderstand."

AP has scheduled a 50,000-book press run, which will bring to over 700,000 the number of AP stylebooks published in this format since 1977.

The cost is $5.75 plus postage. Order from AP Newsfeatures, 50 Rockefeller Plaza, New York, N.Y. 10124-9990.

Hard Versus Soft News: What's the Best Fit for Your Market?

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Media are slow to change their use of language

For the eighth consecutive year, a study of language usage in U.S. newspapers and magazines shows print media holding the line against rapid change.

In almost every case where editors were given a choice of words, "the conservative, old-fashion English won out," reported Richard L. Tobin, adjunct professor at Indiana University's School of Journalism, who conducts the annual survey.

Chief among this year's findings is the overwhelming rejection of profanity. Of the 150 newspapers and 50 magazine editors participating in the survey, 92.6 percent said they would not print profane language in their publications. Some editors said they would make an exception if the profanity was used by a public figure.

"If it's a family newspaper," most editors would suggest a "four-letter-word" by publishing only the first letter and then dashes or "just avoid it," said Tobin.

Another thing they appear to be avoiding is the choice between "Miss," "Mrs." and "Ms." when referring to women [**presstime**, Dec. 1985, p. 10].

"During the height of the women's movement, 'Ms.' came in and was used by an awful lot of newspapers in this country," Tobin noted. But this year, he said, three-fourths of the editors questioned said they not only avoid "Ms." but also "no longer use any kind of honorifics," including "Mr." for men.

By a 3-to-1 ratio, editors said they "do not use 'chairperson' at all," Tobin reported. In general, they use "chairman" and sometimes "chairwoman".

The study also found editors prefer:

- "OK" (with or without periods) to "okay"
- "TV" to "tv"
- "theretofore" to "hitherto"
- "occur" or "happen" to "transpire"
- "100,000 people" to "100,000 persons."

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Many fellowships offered to newspaper journalists

With the addition of some new programs and the dropping of others, the total number of mid-career journalism fellowships remains about the same. But the level of interest varies more than usual among the 50 or so major programs.

Major liberal arts programs—such as the Nieman Fellowships at Harvard University and the John S. Knight Fellowships at Stanford University—reported a slight drop in the number of applicants last year. (See story, p. 64.)

But some of the specialized programs—such as the Walter Bagehot Fellowship Program in Economics and Business Journalism at Columbia University—report increased numbers of applicants. And interest in fellowships tailored to the needs of individual journalists—such as those offered by the Gannett Center for Media Studies and the Alicia Patterson Foundation—is on the rise.

Overall, the mid-career programs listed here range from a week to a year and offer various combinations of travel, seminars courses and hands-on experience.

A financial crisis at the Journalists in Residence program at the University of Michigan, described in **presstime**'s last annual listing of journalism fellowships [**presstime**, Jan. 1986, p. 44], has been alleviated by more than $500,000 in contributions and $2.7 million in commitments made so far this year.

"I think we are becoming a success story," said Director Charles Eisendrath, who reports a major program revision. Combining the liberal arts tradition begun by the Nieman Foundation nearly a half century ago with the more recent trend toward specialized fellowships [**presstime**, Dec. 1985, p. 6], Michigan will now divide enrollment in its fellowship program between mid-career journalists seeking a year of liberal arts and those with specific career objectives.

Meanwhile, Harvard and Stanford are continuing their traditional programs, which allow journalists to pursue course work of their choice at the universities, while participating with other fellows in a core program of seminars.

Each of the three programs accepts up to 12 experienced U.S. journalists. Tuition is free. Fellows receive stipends for living expenses: $17,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 2 at Stanford.

For information, contact:

- Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138, (617) 495-2237.
- John S. Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305, (415) 723-4937.
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109, (313) 763-2400.

Fromson teaches a class at USC's Center for International Journalism.

Bill Youngblood

All three programs include a few foreign journalists.

BUSINESS AND ECONOMICS. Applications for Columbia University's Bagehot Fellowships in Economics and Business Journalism were up 25 percent last year.

For 10 print and broadcast journalists with at least four years' experience, the Bagehots provide an academic year of university courses and special seminars plus a stipend of about $14,000. There is one minority fellowship. Deadline is April 3. Contact Mary Bralove, Bagehot Fellowship Program, Graduate School of Journalism, Columbia University, New York, N.Y. 10027, (212) 280-2711.

At the University of Missouri, the Herbert J. Davenport Fellowships offer a month-long program in June to 20-25 journalists with a minimum of three years' experience. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205, (314) 882-7862.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters to attend a two-week session at the Stonier Graduate School of Banking at the University of Delaware in Newark, Del. Contact Barbara Scotland, American Bankers Association, 1120 Connecticut Ave. N.W. Washington, D.C. 20036, (202) 663-5404.

The National Press Foundation offers seven fellowships to journalists for another two-week program—in August at the Graduate School of Banking of the University of Wisconsin at Madison. Deadline is June 1.

The NPF also sponsors 12 journalists for a one-week tour of Wall Street financial institutions. The October tour includes such places as the New York and American stock exchanges and investment banking firms. Deadline is Aug. 1.

For both programs, contact NPF, National Press Building, Washington, D.C. 20045, (202) 662-7350.

The financial daily, American Banker, no longer offers fellowships for graduate study and paid internships.

LAW AND PUBLIC POLICY. New this year is a program sponsored by the Gannett Foundation in conjunction with the National Press Foundation. The Paul Miller Washington Reporting Fellowships are designed for working journalists who can take part in the program without taking a large block of time from their jobs. With experienced Washington journalists as teachers, 12 print and broadcast journalists will spend two days a month developing sources and expertise on Capitol Hill. Contact Paul Janensch, Gannett Co., P.O. Box 12310, Arlington, Va. 22209, (703) 284-6727.

Yale Law School offers a master's degree to up to five journalists who take an academic year away from their jobs. The stipend covers tuition, but newspapers are encouraged to pay living expenses. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520, (203) 432-1685.

The Kiplinger Graduate Program in Public Affairs offers 10 full-year fellowships to the School of Journalism at Ohio State University. Journalists with at least three years' experience in public affairs reporting are eligible for the program, in which they can earn a master of arts in journalism degree. Stipends of $18,000 cover tuition and living expenses. Deadline is Dec. 13, or Feb. 1, with special permission. Applicants must take the Graduate Record Examination by Feb. 1. Contact John Wicklein, Kiplinger Program, School of Journalism, Ohio State University, 242 18th Ave., Columbus, Ohio 43210; (614) 292-2607 or 292-6291.

Two programs offer practical experience in government to a variety of professionals, including a few journalists.

The White House Fellowship program places 11-19 people at the senior staff level in the White House, cabinet departments or other government agencies. A salary range of approximately $50,000 is negotiated individually. Deadline is Dec. 15. Contact President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503; (202) 395-4522.

The American Political Science Association includes a few journalists in its Congressional Fellowship Program of about 45 professionals. They receive $20,000 for the November-through-August program, combining jobs on Capitol Hill with APSA seminars. Deadline is Dec. 1. Contact Catherine E. Rudder, Congressional Fellowship Program, APSA, 1527 New Hampshire Ave. N.W., Washington, D.C. 20036; (202) 483-2512.

SCIENCE AND TECHNOLOGY. The major fellowship aimed at improvement of science and technology reporting is thriving, but others are in danger for lack of interest or funding.

Now in its fifth year, the Vannevar Bush Fellowship offers about eight print and broadcast journalists an academic year at the Massachusetts Institute of Technology. Fellows audit courses, participate in twice-weekly reporting seminars and do individual research. The $20,000 stipend includes a $2,000 relocation allowance. Applicants should have at least three years' experience in the field. Deadline is March 1. Contact Victor K. McElheny, Room E40-373, MIT, Cambridge, Mass. 02139; (617) 253-3442.

For the second year, the Marine Biology Laboratory at Woods Hole, Mass., offers science writers an opportunity to observe and participate in research, lectures and lab sessions of graduate-level courses in such disciplines as embryology, marine ecology, microbiology, neurobiology, neural systems and behavior, parisitology and physiology.

For the summer of 1987, there are four sessions of eight weeks and three of four weeks.

Supported by a grant from the Carnegie Corp., with additional funding from the Foundation for Microbiology, the stipend covers tuition, housing and transportation for seven journalists. Contact Pamela L. Clapp, MBL, Woods Hole, Mass. 02543; (617) 548-3705.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level executive programs at Carnegie-Mellon University's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carne-

PAUL
MILLER
WASHINGTON REPORTING
FELLOWSHIPS

Applications
being
accepted.

The Paul Miller Washington Reporting Fellowships program is designed to help Washington-based print and broadcast bureau chiefs and staffers do a better job of developing locally oriented news stories in the nation's capital.

Beginning in Spring 1987, 12 fellows will spend two days a month for 12 months meeting with experienced Washington journalists, visiting the places where local news originates, learning how to obtain information, and getting to know prominent newsmakers and behind-the-scenes news sources.

Eligibility The fellowships are designed primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm recipients will be permitted to attend all sessions.

Selection Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

Schedule Applications are due January 15, 1987 and recipients will be announced in February 1987. Classes start in April 1987.

Location Many of the sessions will be held at the National Press Club in the National Press Building at 14th and F Streets, N.W. Others will take place on Capitol Hill.

Faculty The associates who will teach the sessions include experienced Washington reporters, analysts and other Washington-based experts.

Fees The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

Affiliation The fellowships are an operating program of the Gannett Foundation of Rochester, N.Y., in cooperation with the National Press Foundation, and using the facilities of the National Press Club.

Additional information and application forms are available from:
Paul Miller Washington Reporting Fellowships
P.O. Box 12310, Arlington, VA 22209, Phone: (703) 284-6727

Some programs experience drop in applications

Directors of mid-career fellowship programs are divided on the reasons some year-long programs are experiencing a decline in applications while others have increasing numbers of applicants.

Some attribute the trend to complications arising when a journalist's spouse cannot easily take a year off from a job. Others blame the media for not granting enough money so that participants can swing it financially.

"My own view of life is it is tandem couples that are creating a problem for everybody," said Howard Simons, director of the Nieman program at Harvard, where applications dipped below 100 for the first time last year.

James V. Risser, Simons' counterpart at Stanford's Knight program, where applications also dropped slightly, agreed: "The journalist may be able to get leave from an employer, and the spouse either can't get leave or has to get leave without pay, so it (the fellowship) becomes a real financial burden." With the loss of both incomes, "you're looking at a $20,000, $30,000, $40,000 bath," said Simons.

Another reason for the drop, the program directors said, is general instability in the newspaper business. "There has been a lot of turmoil—papers merging or going out of business or being bought—and I think some people are afraid to be away from their jobs for nine months," Risser said.

But Everette E. Dennis, director of the Gannett program at Columbia University, where applications went from 85 to over 200 last year, has stern words about media companies' lack of support for mid-career fellowships. He said the companies should allocate more money for program grants or continue salaries while journalists are on fellowships.

"I think it's unconscionable that some fellowships offer so little money. No wonder people who are single have trouble, and for people who are married it's almost impossible," said Dennis. "In effect, the individual has to fund the program."

In contrast to the set stipends of $17,000 at Harvard and $20,000 at Stanford, the Columbia program matches salaries and gives an allowance of up to $1,000 a month to make up for New York City's high cost of living. The program also helps find housing for fellows, jobs for spouses and schools for children.

"I have never met anybody who used a family as an excuse," said Dennis.

"If you want to blame anybody for this, blame the commmunication companies for not being willing to support their people," he said. "People shouldn't have to take a financial bath to take a fellowship."

gie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 268-2000.

The Council for the Advancement of Science Writers is expanding some programs and has discontinued others.

Continuing are the four to six Nate Haseltine Fellowships of up to $2,000 for journalists pursuing graduate-level programs in science reporting. Deadline is June 1.

For the second year, the council is offering traveling fellowships to CASW's annual New Horizons in Science briefings, which will be at Carnegie Mellon University in Pittsburgh in 1987. Now covering up to $1,000 in travel and accommodations for five journalists, the program is designed for people from small to mid-size papers who have not previously attended this meeting. Deadline is Oct. 1.

For both CASW fellowships, contact William J. Chromie, CASW, 618 N. Elmwood, Oak Park, Ill. 60302; (312) 383-0820.

Discontinued for lack of funds were CASW fellowships for journalists to work in the public information offices of major research universities. Also discontinued were plans to launch a writers-in-residence program in scientific laboratories.

Citing a dearth of applicants, the National Association of Science Writers has discontinued its fellowships for a month's study at Duke University.

INTERNATIONAL. Now in its second year, the Center for International Journalism at the University of Southern California offers fellowships to mid-career journalists as well as students to complete a master's degree program in international journalism.

The program runs a full year, with two semesters of academic work and the equivalent of one semester working in Mexico City. Deadline is March 31. Contact Murray Fromson, Center for International Journalism, USC, Los Angeles, Calif. 90089; (213) 743-7329.

Also focusing on Latin America are two other programs:

The Inter American Press Association offers U.S. or Canadian journalists a year to study and report in Latin America, while Latin American journalists come to North America. This year, five $6,500 fellowships are open to U.S. journalists with a working knowledge of Spanish or Portuguese. Deadline is Aug. 1. Contact Zulay Chirinos, IAPA Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 376-3522.

The National Press Foundation provides tuition and travel expenses for seven journalists to attend an intensive Spanish-language course at the Guernavaca Language School in Mexico. Because instruction is individualized for students at various levels of language fluency, journalists may select a three-month period between September and May. Deadline is June 1. Contact National Press Foundation, National Press Building, Suite 1160, Washington, D.C. 20045; (202) 662-7350.

Two Hawaii-based fellowships for Asian studies continue.

The Jefferson Fellowships offer six U.S. print and broadcast journalists an eight-week program in March and April. Half of this time is spent traveling in Asia, the other half studying with their Asian-Pacific counterparts at the East-West Center in Honolulu. A stipend covers travel expenses, and news organizations sending journalists are encouraged to continue their salaries during the U.S. part of the program. Contact the curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

The Gannett Fellowship Progam in Asian Studies at the University of Hawaii offers an academic year of study to six mid-career journalists. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822; (808) 948-6394.

After 13 years, however, another Asian fellowship may be discontinued or revised—an annual exchange of 10 U.S. and 10 Japanese journalists sponsored by the International Press Institute and the Japan Newspaper Publishers and Editors Association. The Japan-U.S. Friendship Commission has withdrawn funding for the U.S. stay of the Japanese journalists. Contact Thomas Winship, chairman of the American Committee of IPI, 3 School St., Boston, Mass. 02108; (617) 929-2931.

Columbia University's Graduate School of Journalism continues to screen candidates for two European programs.

The John J. McCloy Fellowship offers two U.S. journalists a month of study in West Germany, and two West German journalists the equivalent in the United States. The Paris-based Journalists in Europe program includes two U.S. journalists among more than 30 journalists from other countries in an eight-month program. Fellows publish articles in Europ magazine and are encouraged to write other articles during the program. Applicants must be under 35 when the program begins, have at least four years' experience as journalists, and be fluent in French.

Deadline for both programs is Feb. 1. Contact Donald Shanor, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3837.

Journalists may also be included in international fellowships designed for a variety of professionals.

Fulbright Fellowships, which offer study abroad in specific areas requested by various countries, has a number of positions open in the field of communications and journalism. Among these are projects in Malaysia, Guatemala, Singapore, Morocco, Turkey, Russia, the Philippines and the People's Republic of China. Some are lecture and travel grants, which include money for travel and expenses for three months to a year. Contact Council for International Exchange of Scholars, 11 Dupont Circle N.W., Suite 300, Washington, D.C. 20036, (202) 939-5400.

The Rotary Foundation of Rotary International sponsors fellowships for more than 1,000 professionals up to the age of 50. Applicants must be nominated by a local Rotary Club. They may not be members themselves or related directly to members of Rotary. Deadlines vary according to local schedules, but final recommendations of the local clubs are due July 15. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201, (312) 869-1100.

The Robert Bosch Foundation Fellowship Program includes journalists among up to 15 professionals. They serve internships, first in national government and later in state or local government or private industry. The stipend includes travel to seminars in West Berlin, Paris and Brussels as well as travel from the United States and a monthly living allowance. Deadline is Oct. 15. Contact David Schluckebier, Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society, 425 Park Ave., New York, N.Y. 10022; (212) 593-3004.

Highly experienced journalists are eligible for two fellowships offered by the Council on Foreign Relations. Journalists have been included among recipients of the International Affairs Fellowships, which place professionals in high-level jobs in government or the private sector. Applicants must be between the ages of 27 and 35. The stipend is $30,000.

The CFR also offers the Edward R. Murrow Fellowship for one year of reading, study and writing as well as participation in programs of the center. The stipend is based on the individual's pay but is not to exceed $60,000 a year, prorated for the nine months of the fellowship.

Deadline is Oct. 31 for the International Affairs Fellowships and March 2 for the Murrow Program. Contact Kempton Dunn for the former and Margaret Osmer-McQuade for the latter at CFR, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

MINORITIES. Since 1980, ANPA has offered fellowships to minorities employed by newspapers to attend regularly scheduled newspaper-business seminars. Fellowships are also available to minority journalism educators. The 25 fellowships for 1987 cover tuition, board and travel expenses. Deadline for seminars in the first half of the year is Jan. 23. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1053.

Beginning its second year is a Multicultural Management Program at the University of Missouri to improve management skills for mid-career professionals. Although the four-week program is open to everyone, it is designed to improve understanding of the importance of a diverse, multicultural news staff. (See story, p. 46.) Scholarships cover travel, tuition and living expenses for the four-week session. Newspapers are encouraged to continue to pay salaries for journalists who attend Sept. 13 through Oct. 9. Deadline is May 31. Contact Benjamin Johnson, Multicultural Management Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205, (314) 882-1581.

Continuing its three-part program, the Institute for Journalism Education offers fellowships for reporters, editors and managers at

■ The Gannett Center for Media Studies, an institute for the advanced study of mass communication and technological change, invites applications for its 1986-87 fellowships.

■ Fellowships are given to people from the news media or higher education who examine major issues and problems facing the mass media and society, with special attention to freedom of expression, media economics, new communication technology, professionalism, minorities and women, and the education and training of journalists.

■ *Terms of fellowship:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary. Office space, clerical and research assistance and other benefits will be provided.

■ *Types of fellowships:* Fellowships are awarded to persons at three levels of attainment—senior fellowships for mature individuals with substantial national reputations, fellowships for accomplished persons at midcareer, and research fellowships for those with 5-8 years of experience.

Fellowships

We're looking for creative men and women

Who care about the news media

■ *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1987; appointments announced in April.

■ *Selection criteria:* Fellowships will be awarded on the basis of (a) the significance and the quality of the project, (b) the applicant's ability to carry out the work, and (c) relevance of the project to the resources of the Center and its New York location.

■ *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.

■ *Apply to:*
Residential Fellowship Program
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027
(212) 280-8392

Residential Fellowship Program
Gannett Center for Media Studies
A Gannett Foundation Program at Columbia University

three universities in different cities:

Now in its third year is IJE's Management Training Center. Applicants for about 20 positions must be sponsored by their newspapers, but some fellowships are available to papers with less than 100,000 circulation. Offered in cooperation with the J.L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University, the Aug. 2-through-Sept. 27 program is divided between classwork and practical experience. Contact Pearl King, IJE Management Training Center, Kellogg Graduate School of Management, Leverone Hall, 2001 E. Sheridan Road, Room 3-080, Northwestern University, Evanston, Ill. 60201; (312) 491-2691.

The 8-year-old IJE editing program includes about 12 participants with at least one year's experience on a newspaper or in other media. In addition to their classwork, they produce a weekly newspaper and work on the copy desk of Tucson's dailies during the June 8-Aug. 1 session. Deadline is Feb. 1. Contact Diane Madrid, Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

Now in its 17th year is IJE's 11-week reporting program open to minorities with little previous newspaper experience. The 15 participants in the June 1-Aug. 15 program are guaranteed job placement upon graduation. Deadline is Feb. 1. Contact Daphne Reimer, Summer Program for Minority Journalists, IJE, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

For Hispanic reporters, there are two yearlong programs: One is sponsored by the National Association of Hispanic Journalists and funded by the Adolph Coors Co. The other is sponsored by the National Puerto Rican Coalition and funded by the Gannett Foundation. For $14,000 from Coors and $15,000 from Gannett, reporters work with Hispanic Link News Service, which distributes columns and features in Spanish and English to about 200 newspapers. Deadline for both occurs in late summer or early fall. Contact Charles Ericksen, Hispanic Link News Service, 1420 N St. N.W., Washington, D.C. 20005; (202) 234-0737.

INDEPENDENT STUDY. For the third year, the Gannett Center for Media Studies will sponsor 12 to 15 media professionals (about half of whom are journalists) to work on independent projects for three months to a year. Fellows also participate in the activities of the center at Columbia University. Based on current salary, the stipend covers office space, research assistance and sometimes other expenses such as domestic travel. Deadline is Feb. 1. Contact Residential Fellowship Program, Gannett Foundation Program at Columbia University, 2950 Broadway, New York, N.Y. 10027; (202) 280-8392.

The Alicia Patterson Foundation offers about five journalists $25,000 fellowships for a year's work on a specific project. Stories based on this research are published in the quarterly APF Reporter. Applicants must be print journalists with at least five years' experience. Deadline is Oct. 1. Contact Alicia Patterson Foundation, 655 15th St. N.W., Suite 320, Washington, D.C. 20005; (303) 688-8666.

Ohio State University offers a stipend of $25,000 plus a year's residence in the newly restored home of James Thurber. The "writer-in-residence" will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Applicants must have had a book published by a major publisher. Deadline is Dec. 15. Contact Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 464-1082.

The Society of Professional Journalists, Sigma Delta Chi, offers an annual $10,000 Eugene C. Pulliam Award to an editorial writer for work-related study and travel. Deadline is Sept. 2. Contact Pulliam Fellowship, SPJ,SDX, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 922-7424.

The Scripps Howard Foundation presents 10 Ellen B. Scripps Fellowships of $20,000 each to journalists pursuing graduate studies in accredited programs. Requests for an application must be received by Dec. 20. Contact Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3035.

The Fund for Investigative Journalism gives about 40 grants a year in amounts ranging from a few hundred to a few thousand dollars to journalists working on special projects. The fund will support both investigative reporting and news media criticism. Applications are considered throughout the year. Contact Howard Bray, FIJ, 1755 Massachusetts Ave. N.W., Room 503, Washington, D.C. 20036; (202) 462-1844.

The National Press Foundation offers up to five $2,000 grants to journalists working on topics that make a contribution to the improvement of journalism. Applications are accepted throughout the year. Contact NPF, National Press Building, Washington, D.C. 20045; (202) 662-7350.

Canadian journalists with five years' experience in print or broadcasting are eligible for Southam Fellowships for one year of study at the University of Toronto. The program pays two-thirds of regular salary for at least three journalists. Deadline is Feb. 28. Contact Southam Fellowships, Office of Student Awards, Koffler Student Services Center, 214 College St., University of Toronto, Toronto, Ontario, M5T2Z9; (416) 586-7956.

The Heritage Foundation offers grants of from $2,500 to $10,000 to one journalist a year for expenses associated with an independent research project. Deadline is March 31. Contact Herbert B. Berkowitz, The Heritage Foundation, 214 Massachusetts Ave. N.E., Washington, D.C. 20002; (202) 546-4400.

—Marcia Ruth

30th
ANNUAL
COMPETITION

1987 Gavel Awards

Share with us what you have done to foster greater public understanding about the law, the courts and the judicial system.

Deadline for the 30th Annual Gavel Awards program is February 1, 1987.

The competition is open to books, newspapers, newspaper magazine supplements, magazines, wire services/news syndicates, radio, television, films and theatre.

Materials published, broadcast, or produced during the period of January 1, 1986 through December 31, 1986 are eligible for consideration.

For complete information and official entry forms, please contact: Peggy O'Carroll, Gavel Awards Competition, American Bar Association, 8th Floor, 750 North Lake Shore Drive, Chicago, Illinois 60611 (312/988-6137).

Debunking the myth that TV news is the prime source of news

BY GUIDO H. STEMPEL III

"Of course, we know that most people get most of their news from television." That statement is to be expected from people connected with television. It has been surprising and troublesome, though, to hear it so often from newspaper executives, especially in light of growing research evidence to the contrary.

It is thus with some delight to report on a book that begins: "This book is about a myth, one of the most pervasive of our myth-dominated age"—that television is the main source of news for most people.

In *The Main Source* (Sage Publications, Beverly Hills, Calif.), John P. Robinson, director of the Survey Research Center at the University of Maryland, and Mark R. Levy, associate professor of journalism at the same university, present detailed findings dealing with all media. They address both short-term and long-term effects and discuss implications of their findings for how news should be presented. They then offer this conclusion:

"Television news should not be considered the public's main source of news. Of the many studies examined . . . not one indicated superior information gain by television news viewers when compared to the gain by users of other media. In some research, TV news viewers emerge as less well-informed than non-viewers, and that seems particularly true among those who claim TV is their main source of news."

The myth, of course, will not die easily, but perhaps it will begin to wither on the vine as the evidence from this book catches up with it.

•••

Studies of how people find out about major news events indicate that they get their first word from other people or TV. These studies, however, have for the most part dealt with national or international events. Now a study done at Indiana University gives us some insight about how people find out about a major local event and about the role of the newspaper.

The subject was a fire at a fraternity house early Sunday, Oct. 21, 1984. One person was killed and 34 injured. The timing of the event minimized initial media coverage.

Walter Gantz, Kathy Krendl and Susan Robertson of the Department of Telecommunications at Indiana surveyed 293 students enrolled in an introductory mass media and society class that draws students from the entire campus.

They found that 80 percent of the students heard about the fire first from other people and that nearly all of them sought information from other sources. There was radio and television coverage on Sunday, and television was the most relied upon, most informative and most trusted source that day.

However, when newspaper accounts became available Monday, newspapers became the most trusted, most relied upon and most informative source in the eyes of the students by a wide margin. When respondents were asked what single source was most "helpful/informative" overall, 62 percent mentioned a newspaper, 25 percent mentioned a broadcast news source and 12 percent mentioned other people.

The study is reported in the Summer 1986 Journalism Quarterly.

•••

Perhaps the most discussed single aspect of USA Today has been its weather coverage with the color map. Most of us are aware of some newspapers that have greatly expanded their weather coverage since USA Today came on the scene.

A study in the Summer 1986 Journalism Quarterly by Douglas A. Anderson and Claudia J. Anderson of the School of Journalism and Telecommunications at Arizona State looks at the national trend in weather coverage by daily newspapers. They sent a questionnaire to editors of 165 randomly selected dailies and received replies from 109, or 66 percent.

About 82 percent of the respondents said their newspapers devote a quarter page or less to weather news and graphics on the average day. However, 52 percent said their papers devote more space to weather than they did three years ago, and 38 percent said their papers devote more space to weather graphics.

Although 27 percent agreed that USA Today provided the impetus for increased coverage, 60 percent said it was reader desires that provided the impetus. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Research use spreads to all departments

With the Newspaper Research Council beginning its 10th year, reports at its latest semiannual meeting show that research is being used increasingly throughout the newspaper.

Katherine Fanning, editor of The Christian Science Monitor, described at the Oct. 26-29 meeting in Boston how research was used to make editorial changes. Good editors, she said, need to know who their readers are, what their interests are and how well readers' needs are being met.

Research can help editors "fine tune" their papers, Fanning said.

Another editor told the gathering that more research is needed on single-copy sales. Jay Harris, executive editor of the Philadelphia Daily News, said such sales account for a growing percentage of newspaper purchases, particularly in large cities. "Home delivery as a means of obtaining a daily newspaper is poorly suited to the preferences and requirements of an increasingly large segment of the American population," he said.

Although home delivery has declined in recent years, with only 65 percent of households getting both weekday and Sunday home delivery, single-copy sales account for 39 percent of all newspaper purchases, Harris said, citing a 1982 study by the Newspaper Advertising Bureau. For papers with circulations over 500,000, the average figure is 56 percent, and for some it is as high as 80 percent, he said.

Research can help both advertisers and editors overcome widely held misperceptions of who these buyers are, said Virginia Dodge Fielder, vice president of news and circulation research for Knight-Ridder Inc., who teamed up with Harris to make the presentation on single-copy sales. "The demographic profile of single-copy readers is not that which is suggested by the stereotype-laden, conventional wisdom among advertisers," she said. "We need research and promotion to drive home the point."

Rather than "a group with 'poor demographics'—too many blacks, poor people, apartment dwellers and the like," said Harris, regular buyers who account for about 50 to 60 percent of single-copy purchases "are exactly the sort of predictable customer that most advertisers want" [presstime, Jan. 1985, p. 50]. □

First Amendment Congress examines students' free-speech rights

Members of the news media, school administrators, teachers, parents and students often do not see eye-to-eye on issues having to do with education and free speech. But at a conference on "Schools in a Free Society," sponsored by the First Amendment Congress, representatives from these groups found a lot of common ground.

For instance, the 110 participants passed a resolution embracing the "tenet" that student rights of free speech and press are protected by the First Amendment. They recommended that school officials help students exercise these rights.

Another resolution urged professional journalists to monitor student journalism programs and act as "resources" and "problem solvers."

The Nov. 9-11 conference in Williamsburg, Va., was intended to facilitate dialogue on such topics as student press rights, media coverage of educational issues, and censorship of textbooks and other school materials. "It did exactly what we wanted it to—it stimulated people," said Judith D. Hines, president of the First Amendment Congress.

Like other conferences sponsored by the organization, the one in Williamsburg was designed to bring the press together with other segments of society "to express their concerns, their enthusiasms and frustrations at each other," explained Hines, who is vice president and director of ANPA Foundation. She called the conference an example of the First Amendment in action: "If you give enough people a chance to speak the truth as they see it, you come to some level of knowledge and agreement."

The conference featured debates, panel discussions, role playing and a hypothetical case study in student press ethics.

Among the other resolutions adopted were those urging better recruiting and preparation of journalism teachers and advisers, that there be greater recognition for the role of the education writer, and that education writers and school administrators strive to have a better understanding of one another. ☐

Claire Fortier

First Amendment lawyer Richard M. Schmidt Jr. leads discussion in colonial setting.

Panel favors continued ACEJMC recognition

A committee of the Council on Postsecondary Accreditation has recommended that the current accrediting organization for college journalism programs continue to be sanctioned.

The Committee on Recognition's recommendation would extend for the maximum, five-year period the official recognition of the Accrediting Council on Education in Journalism and Mass Communications. The COPA Board will consider the recommendation April 17.

COPA is one of two national agencies that formally recognize ACEJMC as the accrediting body for J-schools. The other agency, the U.S. Department of Education, will conduct a hearing Dec. 2 on ACEJMC's petition for re-recognition. ☐

Reagan clears way for public sale of Conrail

President Reagan Oct. 21 signed legislation clearing the way for Conrail to be sold to the private sector through a public sale.

The sale procedure is included in the Omnibus Budget Reconciliation Act designed to reduce the federal deficit by about $12 billion.

Conrail is listed as a $2 billion revenue raiser. The signing of the bill culminated a five-year effort by the U.S. Department of Transportation to sell the government's 85-percent stake in the railroad [presstime, Oct. 1986, p. 64].

The legislation bars railroad companies from acquiring more than 10 percent of Conrail stock for one year, and bars non-railroad firms from buying more than 10 percent for three years.

Longshoremen approve 3-year contracts

The International Longshoremen's Association voted to approve three-year master and local contracts with the ports of Boston, New York/New Jersey, Baltimore, New Orleans, Hampton Roads, Va., and Mobile, Ala. Dockworkers in Providence voted on a master contract but were still negotiating a local contract at press time.

Meanwhile, union leaders and management resumed bargaining at the port of Philadelphia/Wilmington after ILA members rejected a contract proposal [presstime, Nov. 1986, p. 72].

In Canada, negotiations continue between management groups and British Columbia members of the International Longshoremen's and Warehousemen's Union. ILWU members have worked without a contract since December 1985. ☐

Rail to buy trucker

Union Pacific Corp., parent company of the Union Pacific Railroad Co., said it will buy Overnite Transportation Co. of Richmond, Va. Overnite is the nation's fifth-largest general freight trucking company.

The $1.2-billion acquisition must be approved by the Interstate Commerce Commission. UP will be the second railroad company to buy a major truck line under deregulation. ☐

Firing upset in drug-test case

An arbitrator has overturned the discharge of a truck driver at The Baltimore Sun for refusing an order to submit a urine specimen for a drug screen.

Arbitrator Joseph M. Sharnoff decided that in the circumstances of the case, a two-week disciplinary suspension was appropriate.

The decision is believed to be the first in the newspaper business involving a refusal to take a drug test. A decision is expected early next year in another arbitration over the discharge of a mailroom employee at Albuquerque Publishing Co. for refusing to submit to a test [presstime, July 1986, p. 74].

The Baltimore Sun driver, who had worked for the company since 1975, was on a midnight-to-6:30-a.m. shift and was fired June 27.

According to information presented during the arbitration proceeding, the incident leading to the man's discharge occurred on the night of June 25 when he got into his truck to wait for the transportation department dispatcher to call him to move his truck into position for loading. When he did not respond to several calls, the dispatcher sent another driver to see if he was in his truck and to tell him to move it.

The second driver found the grievant sitting in the truck with his eyes closed and his feet on the steering wheel. The driver spoke to the grievant several times without getting a response. He then shook him. When the grievant still did not respond, the dispatcher was alerted.

Sent to the scene, another employee tried unsuccessfully to wake him. An ambulance was then called, and paramedics used smelling salts on him. The grievant finally awoke but appeared dazed and unaware of his surroundings.

The shift supervisor told the grievant he would not be allowed to drive that night and suggested he go to a hospital to be checked, but he refused. According to the supervisor, the driver's pupils were dilated and his speech was slurred. The grievant left on his own, and the incident was reported to the fleet manager.

The grievant, represented by Local 355 of the Teamsters, met with the fleet manager the afternoon of June 27. He was accompanied by the union steward.

The decision is believed to be the first of its kind in the newspaper business.

According to the fleet manager, the grievant responded to questions by repeating them, his speech was slurred, his pupils were dilated, and he was loud and abusive. The manager decided to end the meeting and instructed the grievant to go to the company's medical department for a urinalysis. He was told he would be fired if he refused to have the urinalysis, or if he submitted to the test and it was positive.

The grievant said he was going to call his attorney and left with the steward. Several minutes later, he returned to the office and told the manager that his attorney was going to meet him at the medical department. According to a nurse, the grievant reported to the medical department and took a specimen bottle into the men's room. But he returned the bottle empty, saying he was unable to provide a specimen at that time. The nurse said he was loud and abusive. She then asked the driver to meet with the company's employee assistance counselor.

The grievant spoke briefly with the counselor and said he would not take a drug test. He was then discharged.

In the arbitration hearing, the union contended that the grievant had fallen into a deep sleep June 25 because he had recently started a television repair business and had gotten little rest. The grievant said he had been using a nasal inhalant that might have inhibited his ability to respond to the smelling salts. He also said that his attorney had advised him not to take the drug test and that he had acted on this advice.

The union did not dispute the company's right to require an employee to take a drug test while at work if there is reasonable cause to believe the employee is under the influence of drugs. But it emphasized that the company did not require the grievant to take a test the night of June 25, when it might have had grounds to do so. The union pointed out that on the day the grievant met with the manager, he was neither at work nor about to start working.

Finally, the union said that if the company had a suspicion that the long-term employee had been taking drugs, it could have referred him to its drug counseling program, rather than attempting to force him to take a drug test.

Arbitrator Sharnoff said that "in the particular circumstances of this case," there was not "just cause" for discharge. One reason, he said, was that the grievant was not at work during his meeting with management. A drug test two days after the incident would not resolve the question of whether he had been under the influence of drugs or alcohol at the time of the incident, the arbiter said. The company "presumably could have, but did not," require the grievant to take a test immediately after he was awakened that night, he said.

Another reason for not sustaining the discharge, Sharnoff said, was that the grievant was acting on the advice of his attorney.

"This is considered to be very significant in light of the absence of any compelling reasons for ordering the grievant to take the test at that time," he said. "In the circumstances, the test had little or no value in terms of the investigative purposes of the meeting, i.e., to find an explanation for the grievant's actions on June 25, 1986, and the test would have had little or no value with regard to the grievant's next actual operation of a company vehicle. In these particular circumstances . . . the grievant was privileged to refuse to obey the order and was not obligated to follow the well-accepted rule of 'follow the order now and grieve later.'"

Sharnoff said the grievant's physical appearance and his actions during the meeting with company officials, which they suspected were attributable to drugs, were not "conclusive" evidence of drug use.

The arbitrator said that nothing in his Oct. 20 decision was intended to rule on the propriety of the company's ordering a drug or alcohol test under other circumstances.

—Clark Newsom

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $3,131.70 in 1987 from the current maximum of $3,003.

Effective Jan. 1, the wage base subject to the F.I.C.A. tax will expand from $42,000 to $43,800.

The payroll tax rate for employees and employers will remain 7.15 percent.

Court says jury should decide independent-contractor case

A California appellate court has ruled that a jury must decide whether an adult carrier delivering The Tribune of San Diego was an independent contractor or an employee.

The company that publishes The Tribune, Union-Tribune Publishing Co., has petitioned the California Supreme Court for a hearing on its contention that the carrier was an independent contractor.

The case arose when a substitute carrier's car was involved in an accident with another vehicle. The other driver, who was injured, sued the carrier and the company. The carrier settled with the plaintiff, leaving the company as the only defendant.

A San Diego County Superior Court judge had granted summary judgment in favor of the company, but the Court of Appeal found "triable issues of fact."

"We do not think newspaper publishers should be insulated from liability involving newspaper carriers by simply arranging compensation to be the difference between wholesale and retail price, by avoiding the appearance of 'control' and by not specifying, for example, exactly how a paper should be folded or delivered," the court said in its 2-1 ruling.

The dissenting judge said that whether an individual is an employee or an independent contractor should be a question of law. "To treat it as a question of fact for a jury would permit a jury in one case to conclude the contract creates an employer-employee relationship and in the next case to conclude the same contract creates an independent contractor relationship," the judge said.

(Brose v. Union Tribune Publishing Co., CA 4th Dist. Div. 1 D003705)

Washington Post cancels Guild agreement

The Washington Post canceled its labor agreement with the Washington-Baltimore Newspaper Guild Nov. 3. The parties are in negotiations for a new agreement to replace the one that expired July 9.

Lawrence A. Wallace, vice president/industrial relations, said the company terminated the contract because "we thought it was time for the Guild to get serious" about negotiating a settlement. The company took the same action during negotiations in 1976 and 1983.

Termination of the contract means that the company is no longer obligated to arbitrate grievances, Wallace said. Other provisions covering wages and working conditions remain in effect. He said there were 40 Guild proposals and 10 company proposals still on the table in late November.

The company also has filed a "unit clarification" petition with the National Labor Relations Board seeking to exempt 51 positions now included in the bargaining unit.

BLS reports decrease in newspaper injuries

In its annual report on work-related injuries and illnesses, the U.S. Bureau of Labor Statistics reported a decrease at newspapers in 1985 compared with 1984.

BLS said the "incidence rate" for every 100 full-time workers declined from 6.5 in 1984 to 6.0 in 1985 [presstime, Dec. 1985, p. 49].

The figures were below the incidence rate for non-durable manufacturing, which was 9.8 in 1984 and 9.6 in 1985.

For all industry, the incidence rate was 7.9 in 1985, compared with 8.0 in 1984.

Guild certified at Toronto daily

The Southern Ontario Newspaper Guild has been certified as bargaining representative for a unit of part-time circulation clerks at The Globe and Mail of Toronto.

The Ontario Labor Relations Board certified the union after it submitted an application supported by a majority of the 15 employees.

With the addition of the new bargaining unit, the Guild now represents six different units at the newspaper. The others are full-time circulation clerks, circulation district managers, maintenance-delivery workers, editorial employees and advertising employees.

Newspaper white-collar labor agreements subject of ANPA study

An employee's birthday is a paid holiday in 104 out of 194 labor agreements covering white-collar employees at newspapers, according to a study by the ANPA Human Resources Department.

Published in November, the annual "Topical Summary of White Collar Contracts" covers 118 agreements with The Newspaper Guild, 39 with other AFL-CIO-affiliated unions and 37 with independent unions.

The five-day, 37½-hour workweek is most prevalent, appearing in 88 of the contracts. The five-day, 40-hour week is in 69 contracts.

The maximum vacation is six weeks, which is stipulated in 20 contracts. The length of continuous service required before getting that amount of vacation ranges from 10 to 35 years.

Thirty-eight contracts now call for a safety committee on video display terminals, compared with 33 last year.

Only 24 of the contracts have a duration of more than three years.

In other areas:

- A car allowance of 20 cents per mile is provided in 20 agreements, with one providing a high of 36 cents per mile.
- Twenty-three contracts provide for job-related educational courses paid in whole or in part by the publisher.
- Thirty provide additional insurance for employees on "hazardous" assignments.
- Funeral leave is provided by 162 contracts.

Copies of the report have been distributed to ANPA-member newspapers on the mailing list for the Labor & Personnel Relations Letter. Other members may obtain one by contacting the department at The Newspaper Center in Reston, Va.

Reagan signs bills

President Reagan, as expected, signed two employment bills passed by the 99th Congress. The legislation eliminating the age-70 ceiling from the Age Discrimination in Employment Act was signed Oct. 31. The law is effective Jan. 1, 1987. The bill providing for criminal and civil penalties for employers who knowingly hire aliens not authorized to work in the United States was signed Nov. 6. The law became effective upon the signing [presstime, Nov. 1986, p. 68].

Judge rules Guild is not 'successor' to former union

A federal judge has ruled that The Cincinnati Enquirer is not obligated under an expired labor agreement to arbitrate a dispute over the firing of a photographer.

U.S. District Judge Carl B. Rubin found that Local 9 of The Newspaper Guild was not a "successor" to a former independent union at the newspaper and therefore had no rights under the agreement. He agreed with the company's argument that where no contract exists, a court is without authority to order arbitration.

Background for the dispute dates to 1981, when the newspaper and the Enquirer Editorial Employees Professional Association reached an agreement extending through Feb. 29, 1984. In 1983, the company was informed that members of that independent union had voted to affiliate with the Guild. The company, however, refused to recognize the Guild as successor to the independent union.

The Guild subsequently filed a representation election petition with the National Labor Relations Board. In the election that followed, the employees voted in favor of the Guild. The company recognized the Guild as bargaining representative after it was certified on Dec. 24, 1984—10 months after the EEEPA contract expired. (The Enquirer and the Guild are now in negotiations for an initial contract.)

The photographer was discharged last January for insubordination, and the company refused the Guild's demand for arbitration over the firing because there was no contract between the two sides.

Judge Rubin held that because the Guild was not certified as bargaining representative until after the independent union's contract expired, "the Guild does not succeed to EEEPA's right under the contract and cannot compel arbitration under the successorship theory."

In granting the company's motion for summary judgment, Rubin also said that disputes that arise after the expiration of a contract need not be submitted to arbitration.

(The Cincinnati Newspaper Guild v. The Cincinnati Enquirer Inc., USDC SD Ohio W.D. Civil No. C-1-86-371)

Vote of retired pressman retains union

A pressman who retired in 1976 from The Daily News of Longview, Wash., but who did some part-time work for the newspaper was declared eligible to vote in an NLRB decertification election. And on the basis of his vote, the union won the right to continue representing pressroom employees.

In the election, other participants cast three ballots in favor of retaining Local 747 of the Graphic Communications International Union, and three in favor of no union.

To win an NLRB election, a union must win a majority of the votes.

The ballot in question was cast by retiree Rhodes Cox. The company challenged it on the basis that he was a temporary or "on-call" employee.

However, the board's regional director in Seattle, John D. Nelson, agreed with the union that Cox's vote should be counted. Nelson found that in the three months preceding the election, Cox averaged 8.6 hours of work weekly. With respect to the eligibility of on-call and part-time employees to vote, he said the board has determined that such individuals are eligible if they regularly averaged four hours of work per week in the quarter preceding the election.

(Westmedia Corp. and Walker and Graphic Communications Union Local No. 747, Case 19-RD-2513)

Court upholds union in Wilkes-Barre strike paper case

The 3rd U.S. Circuit Court of Appeals has denied an appeal by The Times Leader of Wilkes-Barre, Pa., of a decision upholding Local 120 of The Newspaper Guild in a dispute over the union's involvement in a strike paper.

The Times Leader sought to overturn an arbitrator's decision that the union did not violate a labor agreement by preparing to publish a competing paper—the Citizens' Voice—before striking the newspaper in 1978. The Times Leader filed its appeal after a federal judge refused to vacate the arbitrator's decision [presstime, June 1986, p. 94].

The 3rd Circuit, saying "no substantial question" had been presented, granted the Guild's motion for summary action.

(Wilkes-Barre Publishing Co. v. Newspaper Guild of Wilkes-Barre, USCA3 No. 86-5334)

NLRB issues complaint against Calif. daily

The NLRB has issued a complaint against The Sacramento Union based on charges filed by Northern California Newspaper Guild No. 52.

The Guild charged that the newspaper violated the Taft-Hartley Act by declaring an impasse in bargaining for a new agreement and by implementing a 15-percent wage cut [presstime, Sept. 1986, p. 60].

A hearing before an administrative law judge is scheduled to begin Jan. 27.

Additional arbitration awards

Baltimore Sun, Guild: Joseph M. Sharnoff sustained the discharge of a part-time circulation department telephone clerk for disconnecting customer calls without responding to them.

Harrisburg (Pa.) Patriot and Evening News, Guild: Seymour Strongin upheld the discharge of a switchboard operator for excessive absenteeism.

Milwaukee Journal and Sentinel, GCIU: Joseph B. Kerkman awarded pressmen weekly wage increases of $23, $21 and $20 each year in a new three-year contract.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Recent contract settlements

Denver Post, Guild: Three-year agreement covering editorial and commercial employees; retroactive to Oct. 1, 1985.

Seattle Times, GCIU: Four-year agreement covering photoengravers; retroactive to June 16, 1985.

(Details in December 1986 ANPA Labor & Personnel Relations Letter.)

Waste newsprint-fired furnace may burn used ink, too

Since 1979, The Ellsworth (Maine) American has burned its newsprint waste in a furnace that heats the pressroom and mailroom. Now the company that manufactures the furnace is conducting research to determine whether waste ink can be burned in it as well.

That would make the furnace, called a wood boiler, not only energy efficient but also ecologically efficient.

"There are tons of waste ink out there, and incineration seems a good way to dispose of it," said James Russell Wiggins, editor and publisher of the weekly newspaper. "Disposal of waste ink is a major concern for newspapers these days."

However, William D. Rinehart, ANPA vice president/technical, cautioned that only the most preliminary kind of research has been conducted in North America on the possibility of burning waste ink in such a manner. He said newspapers "shouldn't get their hopes up" that such a solution will be quickly forthcoming.

Rinehart said burning is used in Europe and Japan where landfills are scarce. Newspapers truck waste ink to municipal incinerators where it is burned at high temperatures without smoke or vaporized ink escaping from the incinerator.

Newspapers' concern about disposal of oil-based waste ink is growing, as landfill space dwindles and as some newspapers face cleaning up sites where ink was once deposited [**presstime**, Oct. 1986, p. 6].

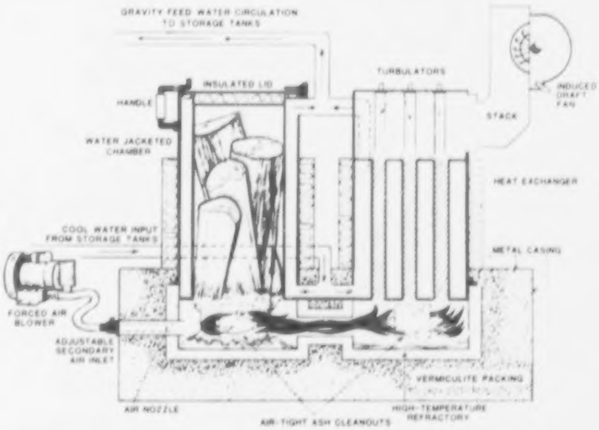
The furnace that is getting all of the attention has been operating at The Ellsworth American for seven years. It supplements a conventional oil-burning furnace. By burning leftover newsprint in the so-called "stickwood" furnace, the newspaper reduced fuel-oil bills by nearly two-thirds [**presstime**, Feb. 1980, p. 51].

The system was invented and designed by Richard C. Hill, a professor of mechanical engineering at the University of Maine in Orono, who worked with a grant from the U.S. Department of Energy. About 1,000 such systems have been installed, primarily in New England and Canada.

The wood-burning systems are located largely in commercial establishments, ranging from apartment buildings to coin laundrys, though a few are in private homes.

According to Edward C. Noyes, president of Madawaska Energy, Hollis Center, Maine, the company that manufactures and markets the furnaces, The Ellsworth American is the only newspapaper using the system.

Publisher Wiggins said he saw one of the units operating in a building and realized: "If you can burn wood, why not build a bigger system and burn newspapers?" He said the furnace is extremely efficient and has performed well over the years.



Schematic shows Biomaster's burning process.

No adaptations were necessary to burn newsprint rather than wood, Hill said.

The furnace works on a simple principle. Hill's aim was to achieve clean, high-temperature burning that would provide maximum heat for each pound of wood burned.

Hill's furnace was designed to burn wood gases that normally end up as smoke or creosote, the oily compound that coats chimneys.

A blower forces oxygen into the combustion chamber, where fuel is fed and burned. The blower and a draft fan combine to keep the combustion chamber hot and the air circulating vigorously. By doing that, the gases burn more efficiently, and temperatures of 1,400 to 1,800 degrees Fahrenheit are obtained. A water jacket around the combustion chamber controls the temperatures.

Another draft fan draws the gases through a tunnel between the combustion chamber and into the heat-extracting chamber. Pipes from the water storage boiler run between the combustion chamber and the heat extractor. The gases heat the water, which is then pumped through the system and into three space heaters. Air from the space heaters blows across the hot water, heating the room.

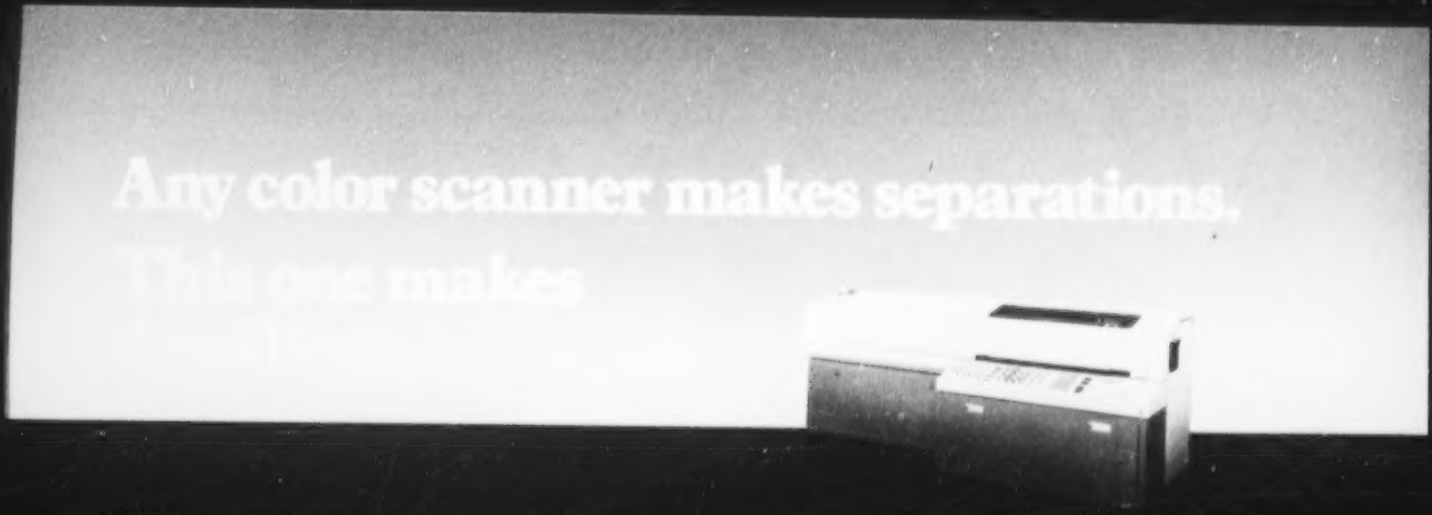
The American, an offset-printed newspaper, burns about 80 to 100 pounds of newsprint waste per week. Previously, waste newsprint was sent to a landfill.

The furnace, which Madawaska markets as the Biomaster, was conceived when energy conservation was front page news. It was particularly attractive to those heating with fuel oil when oil prices escalated rapidly in the 1970s. These days, with fuel oil the cheapest it's been in years, many Americans aren't concerned with energy conservation. Hill thinks that's a mistake.

"I believe we'll pay later for the energy wasted now. Conserving energy now should be just as important as it was in the mid-1970s," he said.

INK AS FUEL. Noyes of Madawaska said research into burning ink focuses on determining whether the furnace is capable of burning liquid ink or whether the ink should be solidified prior to incineration. Preliminary research indicates the gases emitted by newspaper inks may burn as well as the gases from newsprint or wood.

Hill does not think it would be too difficult to burn ink, though he cautions that any such adaption of the furnace would be subject to local and likely state and federal environmental approval. Such



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approvals were required for the original furnace design.

One theory for incinerating the ink would involve diluting it with kerosene and then dripping it onto the newsprint prior to burning. Or a metering valve might be used to drip the ink directly into the furnace, Hill said.

Because of the high temperatures in the furnace, he said, the gases emitted by the burning ink—just as those from the newsprint—would burn cleanly and not cause any air pollution. Further research will determine if that is true.

At the furnace manufacturing firm, Noyes reported that "we're not very far along in the research, but we did try soaking the newsprint in the waste ink and burning it. That's kind of messy, though, and we believe there must be a simpler way of doing it."

He believes the furnace could be adapted to serve newspapers of all sizes.

Madawaska will conduct further waste ink-burning tests in the near future, Noyes said. Meanwhile, he and Hill are in the process of constructing a prototype for a larger furnace that might better suit newspaper needs. —*Rosalind C. Truitt*

TECHNOLOGY NOTES

- Computer Peripheral Sciences Inc., Denville, N.J., has **acquired the primary assets of Cuneiform Systems Inc.,** the Nashua, N.H., typesetting company that shut down earlier this year [presstime, Sept. 1986, p. 64].

CPS purchased the assets, which include the Copy Processing System, a typesetting system used by newspapers, at an auction in October. The company is negotiating with Information International Inc. of Culver City, Calif., to develop an interface between the Triple-I pagination system and the Copy Processing System.

Cuneiform had about 100 newspaper customers.

- Hell Graphic Systems Inc. **acquired Xenotron Inc.**

Hell is a West German firm with U.S. corporate offices in Port Washington, N.Y. Xenotron, a British firm, has U.S. headquarters in Woburn, Mass.

Both companies manufacture electronic prepress equipment. For the near future, Xenotron will continue to operate independently.

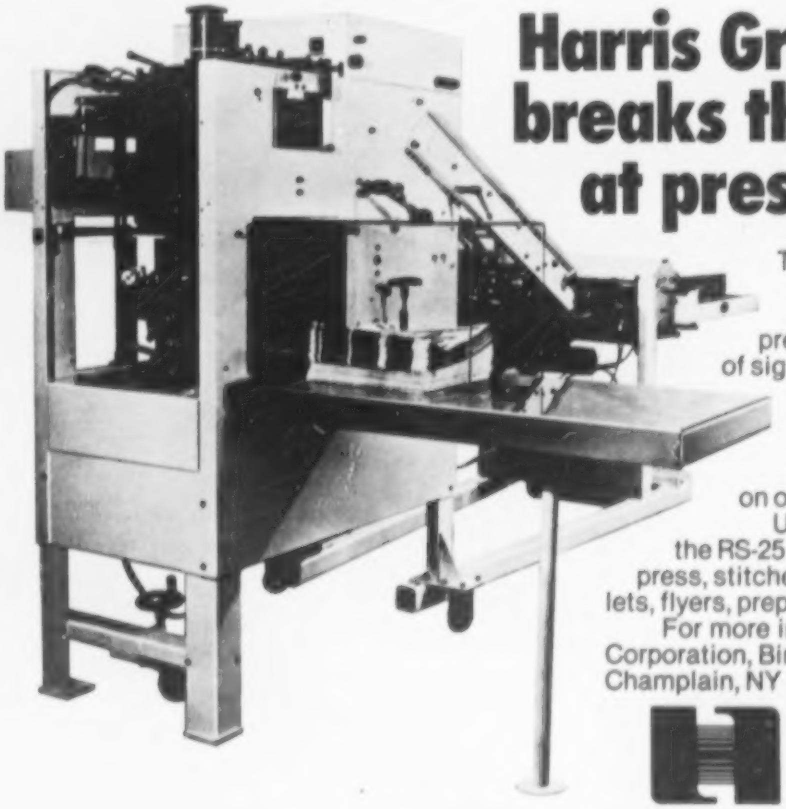
- Crosfield Electronics Ltd., a British firm that has acquired Hastech Inc., Muirhead Data Communications Ltd. and Composition Systems Inc. in recent months, announced the **formation of a new sales and marketing arm** to handle the company's various product lines [presstime, Aug. 1986, p. 54].

The new unit, Crosfield Data Systems Inc. of Glen Rock, N.J., will market text-processing systems, communications facsimile equipment, ad and pagination workstations, and a variety of color systems for newspapers.

- Two Massachusetts firms, Compugraphic Corp. of Wilmington and Texet Corp. of Arlington, announced they will manufacture and market **desktop publishing systems** integrating Texet's software with Compugraphic's hardware.

- Compugraphic also formed a new division, **Font Technologies**, to manufacture and market fonts for electronic printing and desktop publishing.

The new division will have access to more than 1,700 typefaces in the Compugraphic library.



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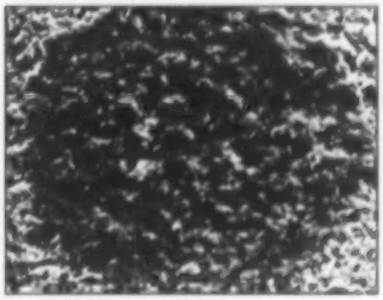

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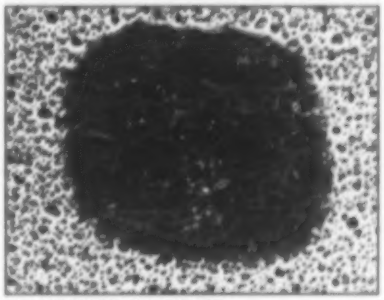

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TECHNOLOGY CALENDAR

- The National Printing Equipment and Supply Association will hold its **Print Outlook Conference** Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

- **Computer Graphic Arts**, a seminar, will be Dec. 7-10 at the Marriott Marquis in New York City.

- A seminar on **Color Separation and Electronic Scanning**, sponsored by the Graphic Arts Technical Foundation, will be Dec. 13 at the Greensboro/High Point (N.C.) Marriott.

- Expocounsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

- **Computer Graphics '87** conference will be Jan. 14-16 at the Westgate Hotel in San Diego.

- **Graphics of the Americas '87**, a graphic arts trade show, will be Jan. 23-25 at the Miami Beach Convention Center.

- A **Conference on Desktop Communications**, sponsored by the Seybold Group, will be Jan. 28-31 at the Hyatt Regency San Francisco.

- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel in Beverly Hills, Calif.

- **Collier-Jackson Users Group** meets March 13-17 at the Lincoln Hotel in Tampa.

- **Composition '87 and Type-X '87**, the National Composition Association convention and trade show, will be April 9-11 at the Marriott Marquis in New York.

- The annual **Conference and Symposium on Hybrid Imaging Systems** will be May 17-22 at the Genessee Plaza Holiday Inn in Rochester.

- **ANPA/TEC '87**, the Association's annual Technical Exposition & Conference, will be June 6-10 at the Las Vegas Convention Center.

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Printing problems delay publication of ink book

Printing and distribution of ANPA's new run-of-paper color ink book, planned by the end of this year, has been delayed because of production problems.

According to Peter P. Romano, ANPA director/technical services, it is now hoped the book will be ready for sale late next spring.

The new book, the first revision since 1981, also will be the first to combine both letterpress and offset inks into one volume. The *ANPA-COLOR™ AD-LITHO™ AdPro®* book will give guidelines for ink color, strength, shade and chemical content.

Romano said the colors must be printed precisely and consistently from book to book because advertisers and newspapers demand uniform color standards. That precise color reproduction hasn't been possible because of tinting and toning problems during test press runs. ANPA and the firm that is printing the book have been unable to pinpoint and resolve the problems, he reported.

ANPA researchers updated the book by dropping old colors and adding new ones [presstime, June 1986, p. 42]. ☐

Technical committees draw up agendas

The ANPA Technical Committee and the ANPA/TEC '87 Arrangements Committee will meet Jan. 13-14 at The Newspaper Center in Reston, Va.

The Technical Committee's eight task forces will meet individually, then issue reports to the joint assemblage.

The ANPA/TEC panel will make plans for the 1987 trade show in Las Vegas. ☐

Equipment exchange

For sale: Hell DC300 color scanner. Currently running outstanding color daily. Operator training available as well as film processor and all associated equipment for a turn-key installation. Contact Richard Kashner, commercial color manager, Press Enterprise Inc., 3185 Lackawanna Ave., Bloomsburg, Pa. 17815, (717) 784-2121.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Canadian shipments overseas surge

Canadian newsprint shipments worldwide increased by 19 percent in September from September 1985. Shipments to the United States were up 11 percent, while those overseas increased 93 percent.

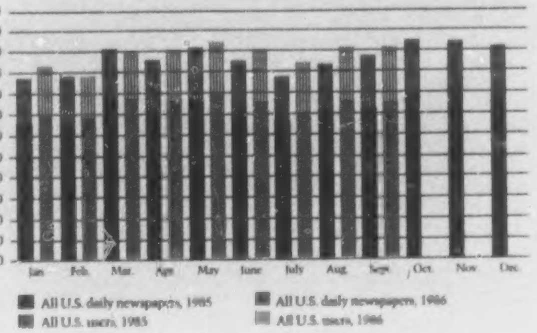
The growth in shipments to the United States reflected, in part, newsprint buying prior to the Oct. 1 announced price increase [presstime, Nov. 1986, p. 70]. The increase in overseas sales was helped by the increased value of the European currencies in relation to the Canadian dollar.

Shipments from Canadian mills for the first nine months increased 3.9 percent from the same period of 1985. Those to the United States rose 1.5 percent, those within Canada were up 6.8 percent and overseas shipments increased 13.8 percent. Domestic shipments from U.S. mills increased 2.1 percent during the period, and U.S. shipments overseas were up 23 percent.

Newsprint consumption by all U.S. users was 2.1 percent higher in September. Their consumption for the first nine months of the year was 3.5 percent above that for the same period of 1985.

Consumption by U.S. daily newspapers increased 2.2 percent in September and 3.2 percent during the first nine months.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	August 1986(r)	August 1985	% Change
Northeast	186,903	172,588	+8.3
North Central	156,764	151,859	+3.2
South	240,849	229,454	+5.0
West	164,598	158,343	+4.0
Circulation size			
up to 25,000	65,094	60,460	+7.7
25,001-100,000	152,355	141,848	+7.4
Over 100,000	531,665	509,936	+4.3
August totals	749,114	712,244	+5.2
Eight-month totals	5,870,255	5,681,778	+3.3

Region	September 1986(p)	September 1985	% Change
Northeast	194,757	175,083	+11.2
North Central	155,347	156,463	-0.7
South	230,785	232,798	-0.9
West	162,805	163,280	-0.3
Circulation size			
up to 25,000	63,257	58,875	+7.4
25,001-100,000	145,514	142,712	+2.0
Over 100,000	534,923	526,037	+1.7
September totals	743,694	727,624	+2.2
Nine-month totals	6,613,949	6,409,402	+3.2

Estimated consumption of all U.S. users

	1986	1985	% Change
July totals	931,431(r)	888,111	+4.9(r)
August totals	1,002,622(r)	948,887	+5.7(r)
September totals	1,006,331(p)	985,158	+2.1(p)
Nine-month totals	8,773,402(p)	8,479,818	+3.5(p)

Production

	Canada	U.S.A.	North America
September 1986	743,874	419,525	1,163,399
September 1985	721,819	405,257	1,127,076
Increase	+22,055	+14,268	+36,323
	+3.1%	+3.5%	+3.2%
Nine months 1986	6,915,802	3,825,284	10,741,086
Nine months 1985	6,774,767	3,722,091	10,496,858
Increase	+141,035	+103,193	+244,228
	+2.1%	+2.8%	+2.3%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
July 1986	892,127	39	6
July 1985	962,003	45	6
August 1986	892,786	38	6
August 1985	987,779	44	6
September 1986	906,988	36	6
September 1985	961,692	41	6
Canadian mills			
September 1986	277,593	--	--
September 1985	401,584	--	--
U.S. mills			
September 1986	68,630	--	--
September 1985	86,261	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
September 1986	591,250	95,512	153,600	840,362
September 1985	534,455	90,019	80,062	704,536
Nine months 1986	5,017,857	812,607	1,098,142	6,928,606
Nine months 1985	4,945,269	761,041	964,834	6,671,144
Increase	+72,588	+51,566	+133,308	+257,462
	+1.5%	+6.8%	+13.8%	+3.9%
From U.S. mills				
September 1986	408,107	----	29,195	437,302
September 1985	381,855	----	22,634	404,489
Nine months 1986	3,567,838	----	245,311	3,813,149
Nine months 1985	3,495,553	----	199,450	3,695,003
Increase	+72,285	----	+45,861	+118,146
	+2.1%	----	+23.0%	+3.2%
From North American mills				
September 1986	999,357	95,512	182,795	1,277,664
September 1985	916,310	90,019	102,696	1,109,025
Nine months 1986	8,585,695	812,607	1,343,453	10,741,755
Nine months 1985	8,440,822	761,041	1,164,284	10,366,147
Increase	+144,873	+51,566	+179,169	+375,608
	+1.7%	+6.8%	+15.4%	+3.6%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

New tax law prompts brisk end-of-year buying and selling of newspapers

BUSINESS ROUND-UP

A flurry of additional buying and selling of newspaper properties can be expected by the end of this month because of the changes in the tax laws that take effect Jan. 1, analysts say.

Beginning next year, the tax on capital gains rises from 20 percent to 28 percent for individuals and 28 percent to 34 percent for corporations [presstime, Oct. 1986, p. 12].

Commented Christopher Shaw, chairman of the New York investment banking firm, Henry Ansbacher Inc.: "I think the first six months of next year will take place in the last six weeks of this year."

Among the recent newspaper-business activities were these:

• **Worrell Enterprises Inc.** announced it will buy 25 Harte-Hanks newspapers and three shoppers by Dec. 31. Harte-Hanks earlier had announced plans to sell 56 of its smaller newspapers, amounting to 15 percent of revenue. Worrell will grant Tucker Sutherland, president of Harte-Hanks Newspapers, an option to buy nine of the newspaper properties. Sutherland said he plans to leave Harte-Hanks in order to form his own company and bid on some of the Harte-Hanks papers. The sale to Worrell will leave 31 smaller media units Harte-Hanks plans to sell.

• **Gannett Co.** announced it will buy the Arkansas Gazette from the family of Judge Carrick White Heiskell for $51 million. The Gazette (morning, circulation 126,346) has been in a prolonged and bitter circulation and advertising battle with the rival Arkansas Democrat (morning, 81,420).

• **Knight-Ridder Inc.** agreed to purchase all outstanding shares of The State-Record Co. of Columbia, S.C., for about $311 million. State-Record publishes six daily newspapers: The State (morning, circulation 116,342) and The Columbia Record (evening, 29,398); The Sun-Herald (morning, 48,033) of Biloxi, Miss.; The Sun News (morning, 28,222) of Myrtle Beach, S.C.; the Starkville (Miss.) Daily News (morning, 6,730); and the Daily Times Leader (evening, 3,743) of West Point, Miss. The company also publishes two non-dailies.

Knight-Ridder also announced plans to reduce employment throughout its Newspaper Division in the next 14 months to contain expenses.

P. Anthony Ridder, the division's president, said the reductions will probably number in the hundreds and will come through attrition and, if necessary, through layoffs. An estimated 90 percent of Knight-Ridder's more than 22,000 employees are in the division.

• Standard & Poor's Corp. lowered **The Times Mirror Co.**'s long-term credit rating from AA minus to A plus, citing its $350-million debt from acquiring The Baltimore Sun. Subsequently, Times Mirror improved its cash position by completing the sale of two television stations for $200 million and agreeing to sell its Graphic Controls Corp. subsidiary, which makes a variety of products including coated imaging papers, for $146 million.

• Stockholders at **The Journal Co.**, publisher of The Milwaukee Journal and the Milwaukee Sentinel, turned down an offer by Affiliated Publications to buy the company for $626 million.

The offer was rejected by heirs of the Donald B. Abert family who hold 10 percent of the stock and have veto power over any sale. After the tender offer, more than half the employee shareholders signed a pledge not to sell their stock, a company spokesman said. Affiliated is publisher of The Boston Globe.

• Twenty-six plaintiffs who sued the **Evening News Association**, charging stock fraud, have settled out of court. The company, previous owner of The Detroit News and other media properties, had bought back stock from shareholders in 1984 for $250 a share. After Gannett purchased ENA for $1,583 per share, plaintiffs charged that ENA had neglected to disclose pertinent facts about the stock's worth. The Detroit News reported the plaintiffs settled for an additional $350 a share, ending a three-week civil trial.

• **American City Business Journals** will complete two major acquisitions before the end of the year.

American announced it will acquire Business Journals Publications Corp., based in St. Louis, for $40 million. Business Journals owns 10 publications.

American will also acquire Scripps Howard Business Journals, which operates 10 publications, for $24 million.

• **Pulitzer Publishing Co.** announced it will offer 1.4 million shares, or about 10 percent of the company's common stock, for sale to the public at about $30 a share. Industry sources estimated that Joseph Pulitzer Jr., Michael Pulitzer and their cousin, David Moore, will retain about 90 percent of the company. The company's properties include the St. Louis Post-Dispatch.

• The **St. Louis Globe-Democrat**, which foundered twice in recent years but managed to stay afloat, ceased publication, apparently for good.

Owners William Franke and John Prentis pronounced the paper out of business on Oct. 29, 10 minutes after the Missouri Supreme Court refused to hear an immediate appeal on the constitutionality of using public revenue bonds to bail out the financially troubled paper.

The Globe-Democrat had planned to use the $15 million in bonds mainly to buy presses [presstime, Nov. 1986, p. 75].

But a St. Louis lawyer sued, challenging the constitutionality of the bond issue. When the state Supreme Court said a lower court would have to hear the case before it ruled, the owners said no one would buy the bonds under such a legal cloud, and they folded the 134-year-old paper.

As of Sept. 30, the Globe-Democrat had daily circulation of 141,108, compared with 308,279 for the Post-Dispatch. The Globe employed about 340 persons, Prentis said.

—*Gene Goltz*

Curtis seminar reports available

A summary of the third annual J. Montgomery Curtis Memorial Seminar at the American Press Institute is now available.

Called "Attracting and Retaining Newspaper Readers," the seminar brought together 21 newspaper executives from various departments—circulation, marketing, research, advertising and news.

Copies of the 24-page summary booklet were mailed to newspapers and related organizations in the United States and Canada. Additional copies are available from API, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

Women discuss career blocks

Women's status in the media and their slow rise to the top were main topics of discussion at the International Women's Media Project, as women journalists from 38 countries met Nov. 12-15 in Washington, D.C., to discuss common issues.

Compared to other media, newspapers do not rate high, according to panelist Jean Gaddy Wilson, who presented some results of her five-year study in one of the opening sessions [**presstime**, Oct. 1986, p. 31].

In general, women make up about 36-37 percent of all media workers—at daily newspapers, television stations and radio stations. However, Wilson noted that while broadcast stations of all sizes are "fairly consistent in the percentage of women they hire," women are hired more frequently at the smallest newspapers which generally pay lower salaries. Women make up 55 percent of the workforce at papers under 10,000 circulation but only 28 percent at those over 100,000, she said.

Women from 38 countries attended the conference in Washington, D.C.

Consequently, female journalists in general are paid less in relation to their male colleagues when they work for newspapers than when they work for other media. In what Wilson calls the "top 30" jobs at dailies and broadcast stations, women are paid the same or more than men "roughly one-fourth of the time in radio, one-fifth of the time in television and one-sixth of the time at newspapers."

On the business side, newspapers also lag behind. In the top sales jobs at television stations in the top 75 markets—roughly half of all TV stations—proportionately "more women are hired and paid better than at the top 10 percent of newspapers," she told the group. However, Wilson predicted that "the best professional area for women" in the media will be sales, where "they are paid more equitable salaries" compared with men.

Using Wilson's statistics as a base, discussion centered on subtle situations that keep women from ascending to top management positions.

In her introductory remarks, Katharine Graham, chairman of The Washington Post Co., observed that although much progress has been made in their employment status in the media, women "have not advanced in satisfactory numbers to the upper levels. Women have yet to shatter the so-called 'glass ceiling'—the invisible barrier separating middle-management women from the power positions."

In a speech three years ago, Graham said "women will get to the top the same way men do, not with artificial aids or special deals, but by working harder and being better."

However, in her Nov. 12 address, she made a strong plea for some assistance to women, particularly in the area of child care.

"In order for women to be able to remain on the job long enough to gain the seniority they need to win the top spots, the conflicts of career and child care must be resolved," she said.

Without resolution of such conflicts, "my own great fear now is that women have peaked," said Karen Elliott House, foreign editor of The Wall Street Journal. But House, like most of the journalists present, urged women to "push for everything that ought to be theirs."

"It is time that we came together as a force," said USA Today Publisher Cathleen Black, urging women not to be afraid to be seen as "troublemakers."

Many participants also pointed out that the issue of women's representation in the media encompasses more than equal opportunity for employment. More women are needed for the same reason the media need more minorities, they said.

"We are a multicultural, racially diverse society. I think it is wrong that what is presented to the public as the news of the world is filtered ultimately through white male eyes," said panelist Carole Simpson, a correspondent for ABC News who led a move to improve the status of women in her company.

"I think it is real important to have Hispanics. I think it is real important to have Asian-Americans. I think it is real important to have blacks, to have women, to reflect the cultural diversity of the nation, as it is not being reflected now," Simpson said.

—Marcia Ruth

Recent acquisitions

Ingersoll Publications Co. of Princeton, N.J., acquired Anderson (Ind.) Newspapers Inc. which includes The Anderson Herald, daily circulation 21,244, the Anderson Daily Bulletin, circulation 15,324, and two Michigan dailies: the Sentinel-Standard of Ionia, circulation 4,795, and The South Haven Daily Tribune, 2,632.

Lincoln Publishing Inc. of Des Plaines, Ill., acquired The Daily Gazette, Sterling, Ill., circulation 13,933.

Scripps Howard of Cincinnati is acquiring the Naples (Fla.) Daily News, circulation 32,568.

Eagle Newspapers of Salem, Ore., acquired the Sunnyside (Wash.) Daily News, circulation 3,231, and merged it with a weekly into the Daily Sun-News.

Westward Communications of Dallas acquired Douglas County Publishing Co., publisher of two Colorado dailies: the Douglas County Daily News-Press of Castle Rock and the Parker Daily News-Press, combined circulation 6,119. ☐

Press associations: changes in command

The **Society of Newspaper Design,** at its annual workshop Oct. 23-25 in San Juan, Puerto Rico, elected the following new officers:

- *President*—Margaret Balough, Austin (Texas) American-Statesman
- *First Vice President*—Anton Majeri Jr., Chicago Tribune
- *Second Vice President*—Robert B. Covey, The Seattle Times
- *Secretary*—Nanette M. Bisher, The Orange County (Calif.) Register

The **Newspaper Research Council,** at its fall conference Oct. 26-29 in Boston, elected the following new officers:

- *President*—Eleanor McConnell, Chicago Tribune
- *Vice President*—Steven Seraita, Branham Newspaper Sales, New York City
- *Secretary*—Edward Efchak, The Record, Hackensack, N.J.

The **Associated Press Managing Editors Association,** at its annual convention Oct. 21-24 in Cincinnati, elected the following new officers:

- *President*—Robert E. Rhodes, Corpus Christi (Texas) Caller and Corpus Christi Times
- *Vice President*—Robert Giles, The Detroit News
- *Secretary*—Diane Benison, The Evening Gazette, Worcester, Mass.
- *Treasurer*—C. Donald Hatfield, Tucson Citizen

The **International Newspaper Financial Executives,** at its annual convention Oct. 12-15 in Boston, elected the following new officers:

- *President*—H. Graham Woodlief Jr., Richmond (Va.) Newspapers Inc.
- *First Vice President*—Barry Peckham, The Dallas Morning News
- *Second Vice President*—David F. Licko, Reno Newspapers Inc.
- *Secretary*—John M. O'Brien, The New York Times
- *Treasurer*—Ronald J. Pollina, Eagle-Tribune Publishing Co., North Andover, Mass. ☐

Black, Hispanic journalist groups unite to improve hiring

Organizations representing black and Hispanic journalists have agreed to work together to encourage more minority representation in the communications industry.

After a November meeting in Philadelphia, the boards of the National Association of Black Journalists and of the National Association of Hispanic Journalists issued a joint statement. It said in part that "news and media organizations should not seek to divide us by playing one group against the other, saying 'We've hired a minority.'"

Albert E. Fitzpatrick

Manuel Galvan

According to the statement, "'Minority' really refers to several groups with differing backgrounds, which have all been denied full participation in the communications industry. The hiring of one from a particular group does not present a true representation of all minorities."

To strengthen minority hiring, the boards agreed to:

- Create a team to monitor press coverage of minorities and the hiring and promotion practices of the media
- Request that local chapters of NAHJ and NABJ encourage minority junior and senior high school students to choose journalism as a career
- Advocate early identification of minorities with a potential for management and their placement on a managerial track.

Both presidents—NABJ's Albert E. Fitzpatrick, director of minority affairs for Knight-Ridder Inc., and NAHJ's Manuel Galvan, a reporter for the Chicago Tribune—urged cooperation with other minority organizations on these issues.

NABJ moved its office to The Newspaper Center in mid-September [**presstime**, Sept. 1986, p. 44]. NAHJ's office is located in the National Press Building in Washington, D.C. ☐

The Sheboygan Press

'87 County Budget: Drop In Equalized Valuation Balances Small Reduction In Overall Levy

Reagan Disavows Americans

Disaster Aid Office Being Set Up For Sheboygan Claims

The Werner family
of Sheboygan, Wisconsin,
has agreed to sell

The Sheboygan Press

(Daily Circulation 30,000)

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We are proud to have served as the broker for
the Werner family interests in this transaction.

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313-646-4230

Speeches

Frank A. Blethen

R. Victor Dix

Geri OBorne

Harold H. Greene

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041:

The "Glass Ceiling": Women's Barrier to Top Management
Katharine Graham, chairman, The Washington Post Co. International Women's Media Project, Washington, D.C., Nov. 12

Classified Advertisers and Newspapers: Past, Present and Future
Frank A. Blethen, publisher, The Seattle Times. Western Classified Advertising Association annual conference, Portland, Ore., Oct. 5

Bringing the Third World to the Classroom
R. Victor Dix, publisher, The Daily Record, Wooster, Ohio. Consortium for International Cooperation in Higher Education workshop, Cleveland State University, Oct. 30

Telemarketing As It Relates to Newspaper Advertising
Geri OBorne, telemarketing sales supervisor, Asbury Park (N.J.) Press. The Hearst Corp. publishers' and advertising directors' meeting, Seattle, Sept. 15

American Newspaper Associations and Their Functions in a Democracy
Lee Stinnett, executive director, American Society of Newspaper Editors, Reston, Va. Academy for Educational Development Group orientation seminar, Reston, Oct. 28

Quality Control for the Media
Everette E. Dennis, executive director, Gannett Center for Media Studies, New York City. Miami International Press Club, Sept. 23

The Aftermath of the AT&T Divestiture—and What's Next?
U.S. District Judge Harold H. Greene. Consumer Federation of America telephone conference, Washington, D.C., Oct. 23

Tax Reform in 1986: What It Means for Employee Benefits
Stuart J. Brahs, executive director, Association of Private Pensions and Welfare Plans, Washington, D.C. ANPA Human Resources Committee meeting, Washington, D.C., Sept. 23

Newsprint Prices and Other Economic Factors
John M. Duncanson, forest products analyst, Wood Gundy Inc., Toronto. ANPA Newsprint Committee meeting, Washington, D.C., Oct. 23

From the ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Oct. 24, Washington, D.C.:

Newsprint Specifications: A Newspaper Managers' Perspective
Gene McDavid, vice president and general manager, Houston Chronicle

Newsprint Specifications: Can There Be a Standard?
John G. Davis, group vice president, Abitibi-Price Inc., New York City

The World Newsprint Outlook: Consumption, Production and Trade to 1995
Robert B. Gordon, manager/market research, pulp and paper marketing, MacMillan Bloedel Ltd., Vancouver, British Columbia

ANPA *Calendar*

DECEMBER

presstime Advisory Committee meeting
The Hearst Corp., New York City, Dec. 2

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 4

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 4-5

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 8-12

ANPA Technical Exposition and Conference Arrangements Committee meeting
Dallas/Fort Worth Airport Marriott, Dec. 11

JANUARY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 5-9

ANPA Labor and Personnel Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 11-13

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Jan. 13

ANPA Technical Committee and Technical Exposition and Conference Arrangements Committee meetings
The Newspaper Center, Reston, Va., Jan. 13-14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

ANPA Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Jan. 19-23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Sir Francis Drake Hotel, San Francisco, Jan. 26-28

ANPA Board of Directors meeting
Century Plaza Hotel, Los Angeles, Jan. 27-28

FEBRUARY

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 2-6

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 8-14

ANPA Direct Screen Color Separation in Newspapers Seminar
The Newspaper Center, Reston, Va., Feb. 9-13

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
South Padre Hilton, South Padre Island, Texas, Feb. 12-13

ANPA Management Development Workshop
Omni International Hotel, Miami, Feb. 16-19

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Los Angeles, Feb. 22-24

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 23-27

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ANPA News

ANPA services, contacts outlined in booklet

ANPA has published a pamphlet listing its numerous member services and which department within the organization handles each activity. The pamphlet, "Need Advice or Assistance? Here's Who Can Help You At ANPA," includes phone numbers of 15 ANPA departments.

Copies are available from the ANPA Membership Department, The Newspaper Center, Reston, Va. □

New members

The Gilmer Mirror

Gilmer, Texas (circulation 5,400). Sarah L. Greene, publisher.

THE HERALD

Truth or Consequences, N.M. (circulation 4,200). Robert Tooley, co-publisher.

Brazosport The Facts

Clute, Texas (circulation 25,383). Bruce H. Morisse, publisher.

The Benton Courier

Benton, Ark. (circulation 10,185). Sam M. Hodges, publisher.

The Winfield Daily Courier

Winfield, Kan. (circulation 6,138). Frederick D. Seaton, publisher.

THE NOBLESVILLE DAILY LEDGER

Noblesville, Ind. (circulation 8,959). Ruth Ann Nunamaker, general manager.

Herald Journal

Monticello, Ind. (circulation 5,467). Roger J. Huntzinger, general manager.

Defensor Chieftain

Socorro, N.M. (circulation 2,727). R. Keith Green, publisher.

Letters

Reaction to syndicates story

In an otherwise delightful and informed article about syndicates (November special report), **presstime** has omitted a number of critical facts about two of the television service companies of United Media—TV DATA and TV EXTRA.

Unfortunately, your readers are left with the impression that (1) Tribune Media Services specializes in customized guides and supplies most of the larger dailies with television listings and by inference must be a major supplier of listings; (2) United Media "concentrates on TV books," implying that our major business is the publication of TV UPDATE magazine and not the supplying of television listings. . . . The facts are as follows:

(1) United Media's affiliate, TV DATA, is the major supplier of television listings in the world, serving over 2,500 clients with a combined circulation in excess of 65 million. TV DATA is nearly two-and-one-half times larger than Tribune in this area. In addition, TV DATA also "specializes" in customized listings, supplying an unprecedented selection of grids, rolling logs, etc. to client publications including such "larger dailies" as The New York Times, The New York Post, Boston Globe, Los Angeles Herald-Examiner, Chicago Sun-Times, Philadelphia Daily News, Washington Post, Miami Herald, Detroit News and Toronto Sun—to list just a few.

(2) In the television services area. . . . While TV UPDATE magazine is important to us, and represents a logical extension of both our listings and syndicate divisions, we do not concentrate on "complete TV books" as stated in **presstime**. Our basic business is providing television listings.

The article . . . creates a false impression by its exclusion of correct information about United Media's television service companies.

Kathleen Mifsud
Director of corporate communications
United Media
New York, N.Y.

• • •

Imagine my dismay when I read your article in the latest issue of **presstime** and discovered:

a. You didn't quote me, and

b. It was the best piece I have read on the subject of syndicates to date.

Nice work and congratulations.

John B. Matthews
Vice president, news & features sales
Tribune Media Services
Orlando

Marcia Ruth's special report on syndicates is outstanding in all respects: well-written, comprehensive, informative, lively—an excellent business, news and feature story. That she put a tremendous amount of research time and energy into the report is evident; given the complexity of the subject, I applaud her all the more. My only regret is that space required that the story end after nine pages; I was ready to keep reading on. . . .

Also, congratulations to Marion Lewenstein for her timely and important article on "Editors in business schools."

Marguerite Vauclair
Promotion manager
Los Angeles Times Syndicate

Competition in Canada

Hello down there! Have you ever heard of Canada? It's the second largest land mass in the world, by far the largest trading partner of the United States and most of us speak English. Many of us are members of ANPA.

How could **presstime** do a feature article on competitive newspaper cities (November) with *no* reference to developments in Canada? Toronto has three increasingly profitable daily newspapers, Calgary has two successful newspapers, Edmonton has two, Montreal has three.

The Toronto Sun Publishing Corporation (Toronto Sun, Calgary Sun, Edmonton Sun) has defied industry folklore during the past 15 years and introduced three new daily newspapers in competitive cities and all three of them are profitable.

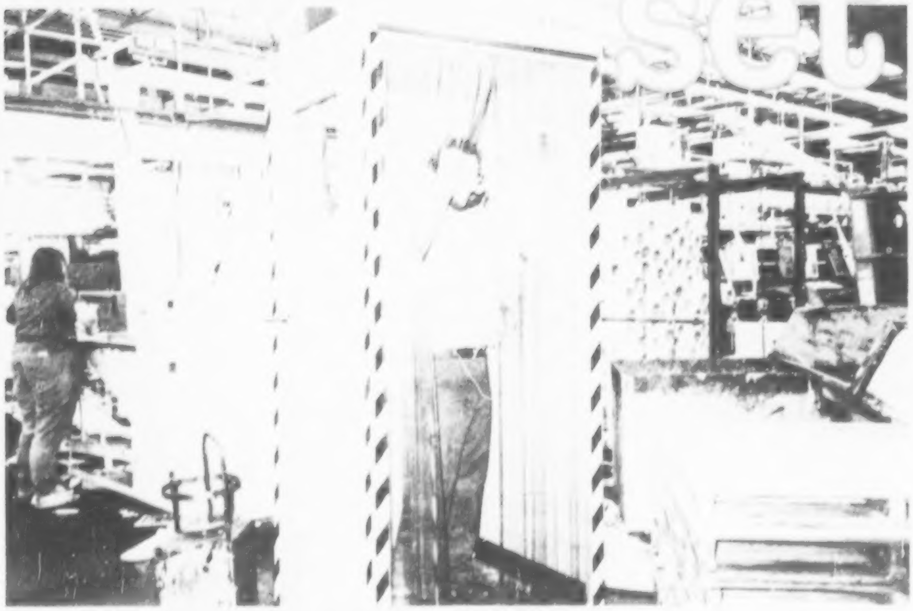
This experience is quite relevant to all of North America. Shame on you for looking no further than the end of your nose!

A. Roy Megarry
Publisher
The Globe and Mail
Toronto

Holder available

Blue vinyl holders that store about 18 copies of presstime are available for $10 each. Send a check to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

overset



'Hello Ken, this is rewrite: Stop the presses!'

Clark Kent would be envious. His own phone booths right in the newspaper building.

At The Columbian in Vancouver, Wash., though, the booths are in the pressroom, and they serve a different purpose for Ken McAllister, supervisor of the Goss Community press.

Prior to construction of the plywood-frame booths in October, McAllister was accustomed to making several trips per shift to his office on the floor above to take telephone calls from other members of the staff. That's a problem when coordinating the press run with people throughout the building, or when an advertising representative wants to give the final go-ahead to run an ad.

The phone booths, which were constructed in the newspaper's carpentry shop, have glass windows and are topped with soundproofing material. The entrances are covered with the kind of long, heavy plastic strips often found shielding frozen foods in the grocery store.

According to McAllister, the phone booths are a quiet oasis amid the din of the pressroom.

This insert is a real rag

The headline, "The news hangs only by a thread," was the appropriate beginning of an insert that was carried by a French daily newspaper. The insert was printed on cloth.

A public relations move by French textile manufacturers, the 16-page supplement to the Paris tabloid Liberation extolled the virtues and variety of fabric and fashion.

The press run of 160,000 used 110,000 square meters of cloth and cost the advertiser 2.5 million French francs, or about $375,000.

There were unconfirmed reports that the Oct. 8 edition was stitched into garments by some enterprising readers. Which could lead to a new slogan for the feisty independent daily founded in 1973 by Jean-Paul Sartre: "All the news we print will fit."

Newspaper numbers

300—number of column lines on a typical broadsheet newspaper page.

227—number of U.S. journalists who lost their lives while covering wars and other conflicts since World War I.

350—number of newspaper executives who serve on committees or boards of ANPA and ANPA Foundation.

26—number of states that have reporters' "shield" laws.

The Eastern-Pan Am shuttle war has drawn newspapers into the tray. Eastern offered Washington-New York-Boston passengers one free daily before newcomer Pan Am provided up to six (above). Eastern upped its offering to three.

They won't win a Pulitzer for this one

More graduates of Northwestern University's Medill School of Journalism have received the Pulitzer Prize than of any other J-school in the United States.

Or have they?

The claim was stated in press releases issued by Northwestern's University Relations Department in conjunction with a recent ceremony honoring Medill's 13 Pulitzer-winning grads.

The Pulitzer Prize office at Columbia University says it cannot confirm or deny the boast. "They didn't get that information from us," says Edward M. Kliment, administrative assistant, who reports that the office is working on a computerized database that "someday" may be able to retrieve that kind of information.

Meanwhile, Northwestern's PR operation probably will not win any awards for investigative reporting in the way it came up with that determination. According to Kenneth J. Wildes Jr., director of university relations, his staff contacted only two other journalism schools—at the University of Missouri and Columbia University. "We figured that the 'big three' J-schools would probably garner more than anyone else," he says. Missouri replied that it had 10 grads with Pulitzers. Columbia could not supply any numbers.

If any other school can come up with more, he adds, "By God, let them step forward."

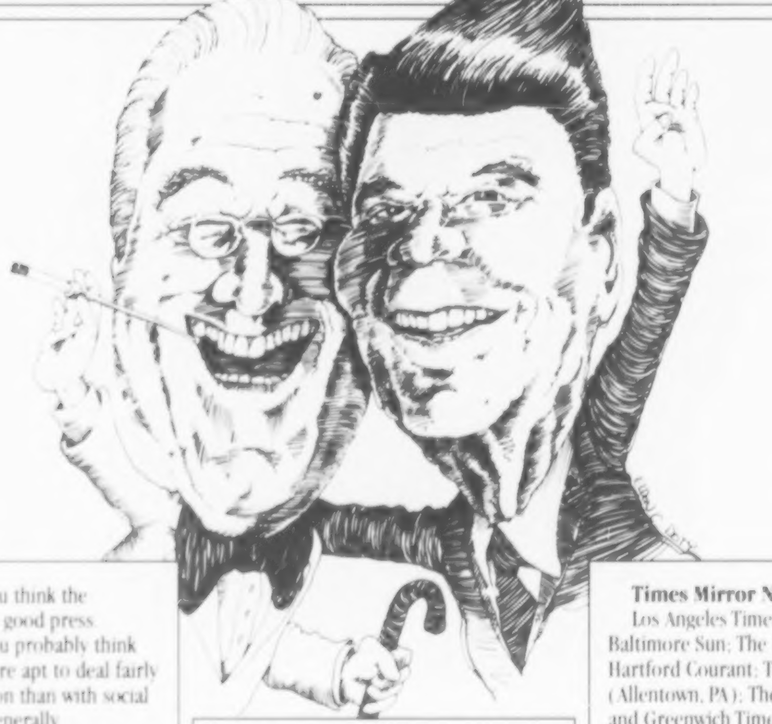
The perfect Christmas gift

Among the legendary selection of high-ticket items offered by Neiman Marcus in its 1986 Christmas catalogue is a "lifetime" subscription to The Wall Street Journal.

For $6,000, the subscription will run 100 years, with the provision that it may be passed on to designated heirs on the death of the original subscriber.

"The People & The Press," One of a series.

Does President Reagan get better press than FDR did?



Chances are, you think the President gets good press.

In fact, you probably think the press is much more apt to deal fairly with his administration than with social and political issues generally.

These were just two of the things we learned when we commissioned The Gallup Organization to conduct the most comprehensive investigation ever of public attitudes toward the press.

Our study explored how people felt about every aspect of every news medium — bias, accuracy, sensationalism, credibility. You name it; Gallup asked about it.

With one exception.

We made no attempt to plot trends. We saw our study as the first in what we intend to be a series of Times Mirror investigations that monitor public attitudes toward the press over time.

So it came as a surprise to discover that Gallup had done a survey 50 years ago that asked people the same fairness question about the Roosevelt Administration . . .

And that people gave the same answer.

The same majorities felt the press was fair to the Roosevelt Administration in 1935 and the Reagan Administration in 1985.

The more things change, the more they stay the same.

What do you think?

The primary purpose of our study — and the ads and Times Mirror Forums around the country that discuss it — is to learn more about how people like you see our business.

To that end, we'd like to engage you in a dialogue about that business, to learn your views of issues like fairness.

So send them to us. Write our chairman, Robert Erburu, Times Mirror, Times Mirror Square, Suite 100, Los Angeles, CA 90053.

He's also the person to write for a summary of our study or an annual report. Or you can call our public affairs people at (213) 972-3946.

Who we are

We own the properties to your right. In terms of sales, we rank 135th among Fortune magazine's "500." In terms of net income, we're 70th.

Times Mirror Newspapers:
Los Angeles Times; Newsday; The Baltimore Sun; The Denver Post; The Hartford Courant; The Morning Call (Allentown, PA); The Stamford Advocate and Greenwich Time (Connecticut).

Times Mirror Magazines:
Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News; National Journal.

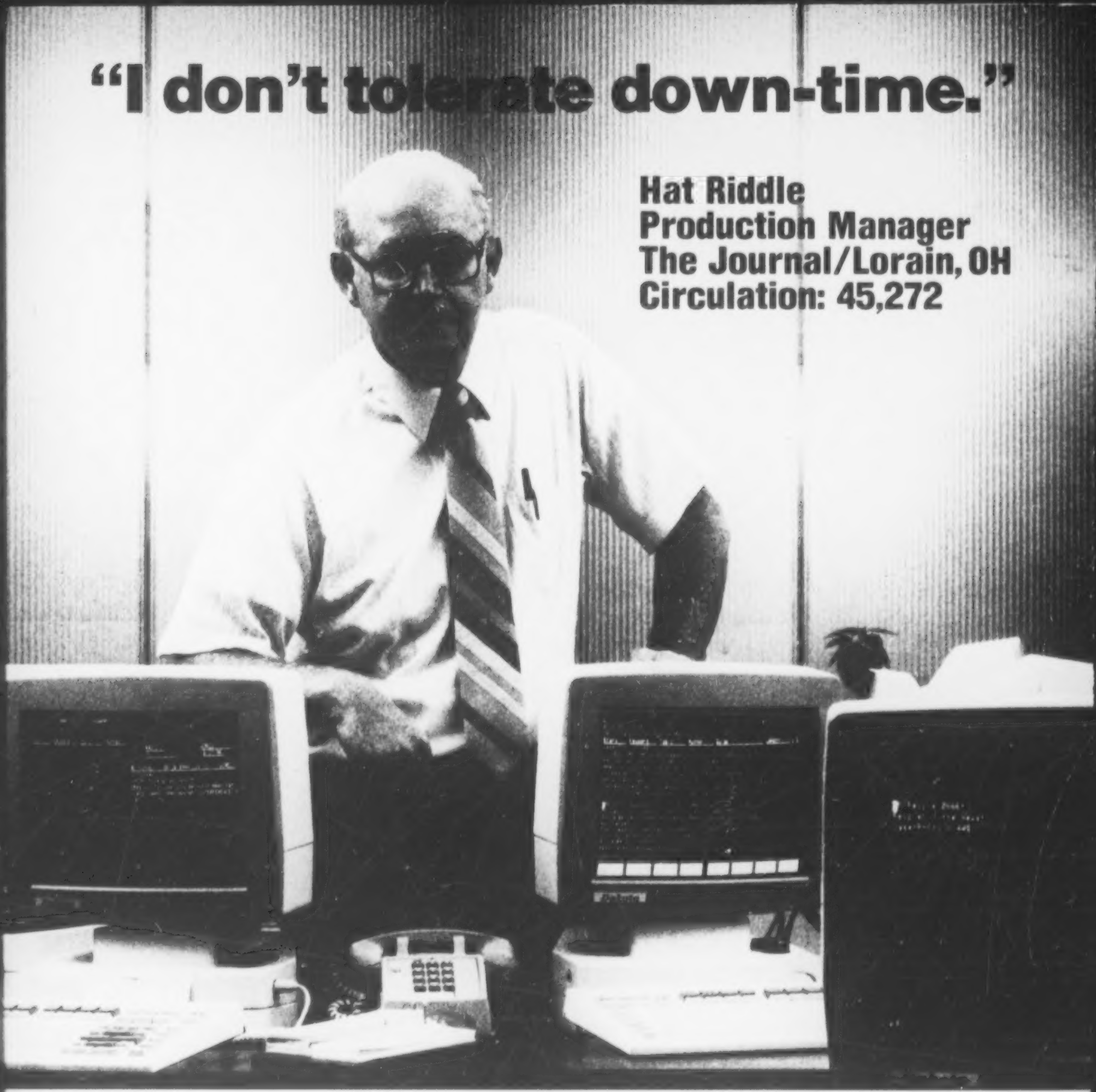
Times Mirror TV Stations:
KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

Times Mirror Cable:
Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Publishing:
Matthew Bender & Company, law books; The C.V. Mosby Company, medical and college publishers; Year Book Medical Publishers, medical publications; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs; Jeppesen Sanderson, flight information and training.

Times Mirror

We're interested in what you think.



"I don't tolerate down-time."

Hat Riddle
Production Manager
The Journal/Lorain, OH
Circulation: 45,272

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